



Genesis of office on cover was this slum (see page 8)

OVER the Top is the good word from Frank Trembly and his co-workers of the National Gas Industry Television Committee. That means our industry will have a TV show worthy of its place in the national scene—perhaps this fall. We report on this noteworthy accomplishment on page 6. . . . Final details of the annual convention have been completed. The round-up of events scheduled for Atlantic City next month begins on the following page. . . . Gas companies participating or planning to participate in local slum clearance work will find heartening assurance in the experiences of Savannah Gas Company. How deteriorated properties in this company's area were revived, both financially and esthetically, is told by Phyllis Kilkenny, beginning on page 8. With courage and imagination, Hansell and Mary Hillyer transformed the old "gas works" into an attractive and profitable residential area. . . . Evidently a good gas man keeps his mind on the job even when following the "sport of kings." At any rate, down in Baltimore the service department discovered that a parimutuel "tote" board is ideally suited for handling service calls. Details on page 26. . . . According to our Bureau of Statistics, winters are really getting warmer. On page 19 you can read how this may affect your peak day load forecasts.

JAMES M. BEALL
DIRECTOR, PUBLIC INFORMATION
VAUGHAN O'BRIEN
EDITOR

RICHARD F. MULLIGAN
ART SUPERVISOR
MARGARET A. BLOCH
NEWS EDITOR

EDITORIAL OFFICES:
AMERICAN GAS ASSOCIATION
420 LEXINGTON AVE., NEW YORK 17, N.Y.

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VOL. 38

NO. 9

• Subscription \$3.00 a year - Published eleven times a year by the American Gas Association, Inc. Publication Office, 73 Main Street, Brattleboro, Vt. Publication is monthly except July and August which is a bi-monthly issue. Address communications to 420 Lexington Ave., New York 17, N. Y., including all manuscript copy for publication. The Association does not hold itself responsible for statements and opinions contained in papers and discussions appearing herein. Entered as Second Class Matter at the Post Office at Brattleboro, Vermont, Feb. 10th, 1922, under the Act of March 3, 1879. Cable addresses: American Gas Association, "Amerigas, New York"; American Gas Association Testing Laboratories, "Amerigaslab, Cleveland."



President Dean H. Mitchell will preside at Convention general sessions



FPC Chairman J. K. Kuykendall will discuss coming patterns of regulation



H. W. Steinkraus, Bridgeport industrialist, to discuss world



Selling will be topic of Judson S. Sayre, Norge's famous merchandiser



Economist Dr. M. R. Gainsburg, Short report on current business and Gen

A.G.A. Convention program ready

An outstanding program for the 38th American Gas Association Annual Convention is now reaching completion, according to Ronald A. Malony, president, The Bridgeport Gas Co., and chairman of the A. G. A. General Convention Committee. More than 4,000 delegates are expected to attend the three-day meeting which will be held in Atlantic City, N. J., October 15, 16 and 17.

The gas industry today stands at the threshold of what may prove to be its greatest expansion era, Mr. Malony points out. Natural gas soon will serve every state in the nation except one. New areas are being converted to natural gas distribution and new economic and regulatory problems confront gas companies. The Convention Committee has successfully approached outstanding authorities who can present the answers to some of these problems.

General Sessions will be held at 10:00 a.m. each morning of the convention. At the opening General Session, Dean H. Mitchell, president, Northern Indiana Public Service Co., and president of A. G. A., will present members with a "state of the nation" report. He will recount the progress our industry



Bridgeport president W. F. Rockwell will
usa world coordinated industry program



G. T. Taubeneck, editor, is speaker
at luncheon on gas air conditioning



R. A. Malony, Bridgeport Gas, heads
A. G. A. General Convention Committee



Gaining Shomaker will present report
business with General Nominating Committee



Treasurer Vincent T. Miles will re-
port to delegates on A. G. A. finances



Convention Entertainment Committee
is chaired by Hugh L. Wathen

has made, and express his views of some of the things that might be done by future Association administrations.

Certainly no problem facing the natural gas industry, and today that comprises about 95 per cent of the gas industry, is more important than the coming patterns of regulation.

Jerome K. Kuykendall, chairman of the Federal Power Commission, is noted for his forthright comments on views and attitudes of the FPC. No one can better inform the industry of what may lie ahead in regulatory fields than Commissioner Kuykendall, who will be a guest speaker.

Our sister industry, the gas appliance and equipment manufacturers, also faces problems. Rising costs of materials, lack of a sellers' market, savage competition—these are obstacles in the road for manufacturers and utilities. W. F. Rockwell, Jr., president, Rockwell Manufacturing Co., and president, Gas Appliance Manufacturers Association, will offer a coordinated program of progress designed to benefit the entire gas industry.

Our industry is a major factor in the free enterprise system. The gas utilities and pipelines are important contributors to

America's economic system. Changes in world affairs that affect America also affect the gas industry. The Convention Committee was fortunate in getting Herman W. Steinkraus, president, Bridgeport Brass Co., and past president, Chamber of Commerce of the United States, to speak on "America's Role in a Changing World." During his term of office, and since that time, Mr. Steinkraus has kept aware of the changing trends on a world-wide basis. His report will be most stimulating.

Someone once said, "Nothing happens in business until something is sold." Judson S. Sayre, president, Norge Division, Borg-Warner Corp., is a salesman. His entire business career has been devoted to organization and distribution. He is most capably qualified to talk on sales and salesmanship.

To complete the program, delegates will be given a first-hand view of the current business outlook by Dr. Martin R. Gainsbrugh, chief economist, National Industrial Conference Board.

The Sectional activities also have been planned with a view to bringing delegates up-to-date on problems and progress of

Accounting



Section Chairman E. R. Eberle will report on activities of past year



E. M. Alt will preside at Section's luncheon meeting held on Tuesday



Section meeting on Monday afternoon will be chaired by R. H. Johnson

their particular branch or branches of the industry.

Capable speakers from within the industry will address meetings of the Accounting Section. An afternoon meeting will be held at the Vernon Room, Haddon Hall Hotel, Monday at 2:00 p.m. Emmet T. White, Public Service Electric and Gas Co., Newark, will report on the Harvard electronics research project. Carl D. Osterholm, Northern Natural Gas Co., Omaha, will discuss efficient utilization of tax departments. Clyde O. Carpenter, Jr., Knoxville Utilities Board, will speak on policies affecting customer relations and a speaker yet to be named will talk on responsibility reporting and budgeting. R. H. Johnson, The Brooklyn Union Gas Co., will preside at the Monday afternoon session.

Tuesday noon will see the Accounting Section convening for a luncheon meeting in the same location, with E. M. Alt, Northern Indiana Public Service Co., presiding. Reports will be read by E. R. Eberle, Public Service Electric and Gas Co., chairman of the Accounting Section, and by Austin T. Gardner, Delaware Power and Light Co., who will present the Nominating Committee's candidates for Section offices. Election of officers will follow.

J. W. Carpenter, Long Island Lighting Co., will speak on figures, facts and folks. The credit picture in the gas industry will be discussed by a panel with F. T. Hager, Philadelphia Gas Works, chairman, and R. B. Mitchell, The Peoples Gas Light & Coke Co.; F. J. Maguire, Boston Gas Co.; H. S. Hahn, The Ohio Fuel Gas Co.; and W. C. Washburn, Equitable Gas Co., as panel members.

Dean H. Mitchell, president of A. G. A., will present the Order of Accounting Merit awards at this luncheon meeting.

Completed plans of the Industrial and Commercial Gas Section's program committee under E. V. Bowyer, Roanoke Gas Co., point to a worthwhile session Tuesday afternoon at the Rose Room of the Hotel Traymore. Lawrence E. Biemiller, Baltimore Gas & Electric Co., will preside as Section chairman.

The Section's meeting will begin with a luncheon in the American Room of the Traymore at 12:30 p.m. Tuesday in cooperation with the Residential Gas Section. B. H. Wittmann, The Peoples Gas Light & Coke Co., Residential Gas Section chairman, and Mr. Biemiller, for the Industrial and Commercial Gas Section, will preside.

A. G. A.'s managing director, Chester S. Stackpole, will present Mrs. America to the luncheon guests. The principle luncheon address will be given by A. W. Conover, vice-president of A. G. A., and president, Equitable Gas Company. Luncheon guests will be shown the new motion picture produced by the *Woman's Home Companion*, titled "Trying On Your New Home." It features all seven domestic uses of gas.

At the Section's reconvened session in the Rose Room, the first speaker will be Fred A. Kaiser, Michigan Consolidated Gas Company. As vice-president and general sales manager of this important utility, he is specially qualified to talk on sales. Joseph J. Famularo, Columbia Gas System Service Corp., will speak on developing manpower.

Roy E. Wright, NEGEA Service Corp., believes the gas industry has made great progress in industrial and commercial gas service. He will tell the delegates about such progress. The session will close with the chairman's annual report and a short business meeting to hear the report of the nominating committee, and to elect Section officers for the coming year.

The Residential Gas Section will conduct its meeting in the

Industrial and Commercial



L. E. Biemiller, Section chairman, will preside at meeting on Tuesday



Commercial gas sales will be topic of Fred Kaiser, from Detroit



A. W. Conover, A. G. A. vice-president, will speak at joint lunch

Operating



J. H. Collins will open Section's sessions with 1936 Chairman's report



Dramatic films on gas well fires will be shown by M. M. Kinley



What the customer sees in a gas company will be topic of H. N. Oldham

American Room of the Traymore after the joint luncheon. W. H. Kurdelski, Michigan Consolidated Gas Co., will report for the nominating committee and Section officers for the coming year will be elected. B. H. Wittmann, The Peoples Gas Light & Coke Co., will deliver the chairman's report.

Cecil M. Dunn, president, Magic Chef, Inc., will invite delegates to consider the customer in an inspirational sales talk. John H. Wall, vice-president, Servel, Inc., will tell what's ahead, now that Servel has gotten the green light.

Mort Farr, one of the nation's outstanding appliance retailers, will speak on a pertinent topic, "What's the Deal."

An outstanding feature of the session will be a dramatic and informative presentation, "Automatically Yours," featuring the new and revolutionary gas range automatic top burner heat control. The presentation will be staged by Frank H. Trembly, Jr., director of sales, and Janet M. Lappin, home service director, both of Philadelphia Gas Works Division of United Gas Improvement.

The Home Service Breakfast, a traditional highlight of the convention, will be given at the American Room of the Traymore at 8:00 a.m. Tuesday, with Mrs. Eleanor V. Wiese, Public Service Electric and Gas Co., and chairman, A. G. A. Home Service Committee, presiding. Dean H. Mitchell, A. G. A. president, will extend greetings to the delegates. The breakfast talk will be given by Mrs. Charlotte Montgomery, well-known columnist and consultant. Mrs. Montgomery will reveal "What Mrs. Consumer Wants."

At the Home Service Round Table meeting, Tuesday afternoon at the St. Dennis Room, Hotel Dennis, Betty Jayne Frahm, Montana-Dakota Utilities Co., will talk on "Operation Billings," and Alice Strickler, Public Service Electric & Gas Co., will speak on home economics as a career.

Margaret Davidson, household editor, *Ladies' Home Journal*, will give an editor's viewpoint on how America lives today. Marjorie T. Chandler, The Consumers' Gas Co. of Toronto, and Sarah Sicker, South Jersey Gas Co., will describe successful programs conducted by their respective companies for business girls and housewives.

J. H. Collins, Sr., New Orleans Public Service, Inc., will deliver the chairman's report to open the meeting of the Operating Section in Trimble Hall of the Claridge Hotel on Monday afternoon. H. N. Oldham, Pioneer Natural Gas, Lubbock, Tex., will ask delegates to take a look at what the customer sees in its gas company. A long-range forecast of what's ahead for the gas industry will be given by William B. Tippy, Commonwealth Services, Inc., New York. James Webb, Consolidated Edison Company of New York, Inc., will wind up the Monday afternoon program with a discussion on meter economy with standardization.

Section business, including the nomination and election of officers for the coming year will start the Operating Section's second meeting on Tuesday afternoon. Larry Shomaker, Northern Natural Gas Co., will talk on gas control and operational planning. Color films on bringing wild gas wells under control will be featured with narration by M. M. Kinley of Houston, Tex., noted oil well fire-fighter.

The General Management Section has secured Raymond Stevens, president of Arthur D. Little, Inc., as speaker at its annual luncheon meeting in the Grand Ballroom of the Shelburne Hotel, on Tuesday. He will discuss the increasing com-

(Continued on page 30)

Residential



Chairman B. H. Wittmann will report on Section's 1956 activities



"Consider the customer" will be theme of Cecil M. Dunn's selling talk



J. H. Wall, Servel vice-president, will discuss his company's sales plans

General Management



Chairman J. H. Carson will preside at Tuesday luncheon meeting



Research and management will be topic of Raymond Stevens' talk



Corporate secretaries will meet Tuesday afternoon with R. M. Dreves

Home Service



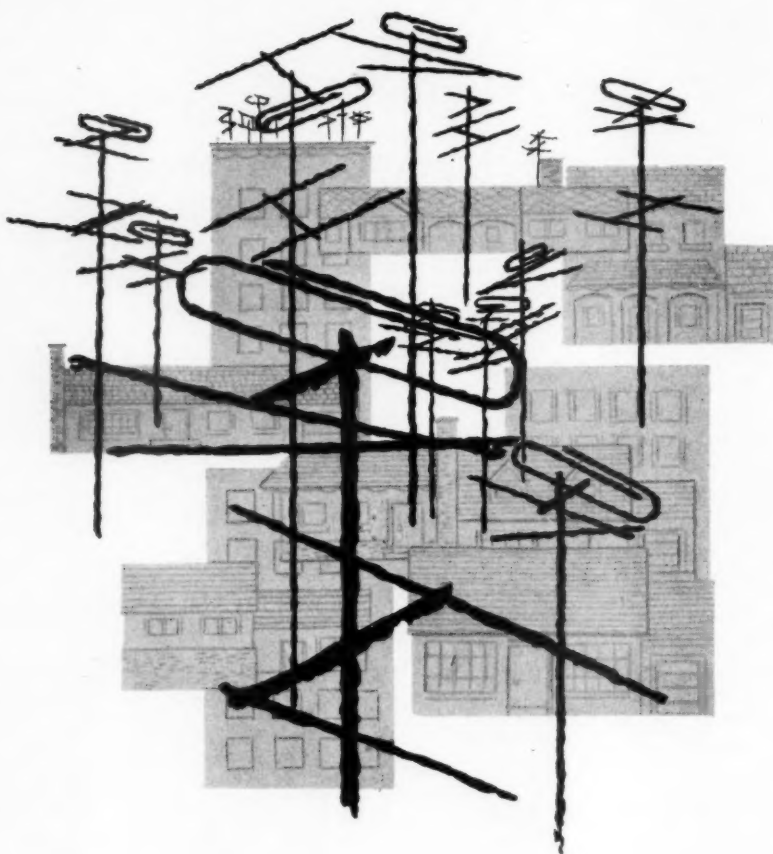
Mrs. E. V. Wiese will preside over Home Service Breakfast, meeting



Editor Margaret Davidson is speaker at Home Service Round Table



Columnist Charlotte Montgomery will address annual breakfast group



Seek national TV show as pledges reach goal

The drive to raise two and a quarter million dollars for a national gas industry television program has gone over the top and the search for the best TV show available is under way.

Attainment of the goal was announced by Frank H. Trembly, chairman of the National Gas Industry Television Committee, who said that never before have gas utilities subscribed so large an annual amount to a promotional program.

Though gas companies are bearing the major share of the costs, a number of pipeline companies and gas appliance manufacturers joined in to make the television program truly an industry project. Mr. Trembly hailed the action of these companies as a demonstration of industry unity at its best—practical support of a specific program to aid the industry as a whole.

Gas utilities representing 16,000,000 meters pledged over \$2,000,000. The total sum, raised by Mr. Trembly and his co-workers of the television committee working with the endorsement and approval of the PAR Committee, will be used to contract for a national network television show to be presented in about 100 of the larger cities throughout the U. S. This fund, though used to supplement existing promotion and advertising, is separate from PAR.

Mr. Trembly attributed much of the success of the fund-raising campaign to the long-standing recognition of the need for such a program. In the past five years the electric industry has doubled its national advertising on those appliances that are directly competitive with gas. During the same period the gas industry reduced its own national advertising by 25 per cent.

"Today," he said, "we are out-adver-

● Gas utilities

to annual g

manufact t

as representing more than 16,000,000 meters have pledged over two million dollars

annual gas industry television show this winter. Gas appliance

manufactured transmission companies aid in joint effort. Subcommittee authorized to pick show

tised nationally, by the electric industry, more than ten to one on directly competitive appliances. What is more, the electric industry is spending over 50 per cent of its advertising dollars in the dramatic field of television, while the gas industry is practically unrepresented in this field.

"This was no Community Chest drive—no solicitation of funds for a benevolent cause. Instead, we have the best promotional and advertising package ever offered to a gas utility. The TV Committee did not ask utilities for a nickel that will not be more than returned on the very practical basis of low cost TV advertising effect in the utility's local market."

The national television program will offer each utility the best and highest type of program obtainable. The local utility will in one leap get into big-time TV and be an equal to the best known national television advertisers—the GE's, the Frigidaire's, the Westinghouse's. The national television program is the only way, in almost all TV reception areas, where the utility can obtain Class "A" time with its enormous audiences and with its very high percentage of adult viewers.

The cost per 1,000 adult viewers with a national television program is almost always lower than with a local program on Class "B" or Class "C" time. Also, the opportunity of reaching all customers at one time or another is greatest on Class "A" time.

"This is indeed a bargain package," Mr. Trembly said. "It gives every utility the opportunity of getting into high quality national TV and of obtaining a program that is not only low cost per 1,000 viewers, but is also a high prestige one

that builds the reputation of the local utility."

Active search for a program that would meet these specifications was initiated at the National Gas Industry Television Committee's meeting in New York, July 26-27, 1956. A Program Subcommittee was appointed to work with representatives of Lennen & Newell, Inc., advertising agency, in the selection of this program. Wister H. Ligon, president of Nashville Gas Co., Nashville, Tenn., is chairman of this group.

The subcommittee is authorized to contract for a program that is to begin this fall, if a suitable one is available. It is hoped to be on the air by Jan. 1, 1957 at the latest.

Subscription payments will not be effective before Jan. 1, 1957, as it is recognized that the national TV activity is basically a 1957 activity and would be in the 1957 budgets of many of the participating companies.

At the same meeting two other subcommittees were appointed. The Commercial Subcommittee, headed by Thomas H. Evans, vice-president of Equitable Gas Co., Pittsburgh, is considering the types of commercials to be used. Through the circulation of a questionnaire, the subcommittee is seeking the recommendations of subscribing utilities.

Participating utilities are expected to play a major role in choosing the national commercials, as the program as a whole is envisaged as one presented by the local utility. Sponsoring gas companies will have the option of either accepting the national commercials or providing their own local commercials at an additional charge as set by the local station.

The third subcommittee, headed by H. Vinton Potter, vice-president of Okla-

homa Natural Gas Co., Tulsa, is working out plans for local promotional activities. This group will receive and circulate suggestions for local promotions in order that sponsoring gas companies will derive the maximum benefit from the program. The television committee as a whole has accepted the responsibility for seeing that the program will be a most effective advertising medium.

Serving on the Program Subcommittee under Mr. Ligon are Charles G. Brandt, Lone Star Gas Co., Dallas; Frank M. Foster, Southern California Gas Co., Los Angeles; C. R. Holloway Jr., Portland Gas and Coke Co.; Newell E. Loomis, Michigan Consolidated Gas Co., Detroit; John J. Quinn, Boston Gas Co.; and R. W. Ramsdell, The East Ohio Gas Co., Cleveland.

The Commercial Subcommittee, chaired by Mr. Evans, includes Harry Cain, United Gas Corp., Shreveport; Clayton G. Cassidy, The Peoples Gas Light and Coke Co., Chicago; F. H. Dettmar, Dayton Power and Light Co., Dayton, Ohio; R. L. Leusch, The East Ohio Gas Co.; Herbert H. McMurray, Washington (D. C.) Gas Light Co.; J. C. Sackman, Northern Indiana Public Service Co.; and W. D. Williams, New Jersey Natural Gas Co., Asbury Park, N. J.; and R. H. Trester, Metropolitan Utilities District, Omaha, Nebraska.

The Promotional Subcommittee consists of Mr. Potter, chairman; H. E. Ford, Northern Illinois Gas Co.; Carl D. Kantner, Citizens Gas and Coke Co., Indianapolis, Ind.; W. M. Kimball, Columbia Gas System, New York; J. H. Mikula, Milwaukee Gas Light Co.; W. D. Otto, Laclede Gas Co., St. Louis; and Harold L. Massey, Gas Appliance Manufacturers Association, New York.

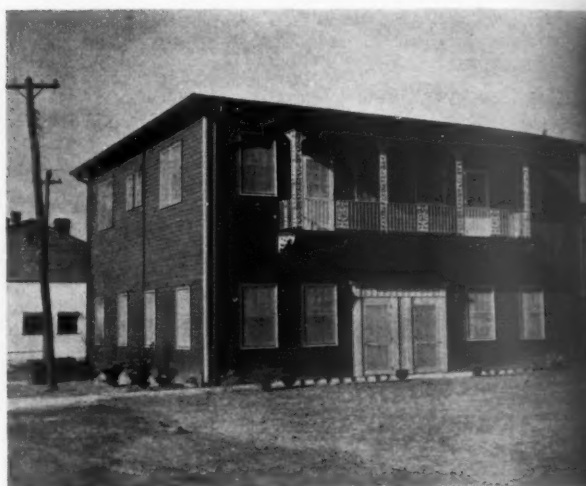
TRUSTEES' GARDEN

*Savannah Gas Company's re.
Village is a spectacular slum
transformed into attractive d of*



BEFORE

This crumbling building which rented for \$44 a month was one of the first to be rejuvenated



AFTER

Reconstructed into five attractive apartments, the same building now brings in \$500 a month

By PHYLLIS KILKENNY
Public Information Bureau
American Gas Association

The dramatic restoration of Trustees' Garden Village in Savannah, Ga., is one of the most remarkable slum clearance projects ever undertaken. One of the things that makes it highly unusual is the fact that it was sponsored by a private firm, the Savannah Gas Co., in 1945 when there was little interest in salvaging blighted areas.

A typical city slum ten years ago, Trustees' Garden Village is today one of the most desirable residential sections in Savannah. Its tenants include the conductor of the Savannah Symphony Orchestra,

the president of the Chamber of Commerce, the owner of radio station WFRP, the head of a large advertising agency, a department store heiress, and the president of the Savannah Gas Co., Hansell Hillyer. Mr. Hillyer and his wife Mary were responsible for the restoration.

For those who reckon success in dollars and cents, Trustees' Garden Village makes good business sense. The property now brings in an annual rental of \$47,037, a 13.3 per cent return on a net investment of \$344,975 after full depreciation and maintenance deductions of \$18,515. (Real estate practice would show a 19 per cent return.)

For those communities throughout the nation who are seeking a solution to the

problem of declining neighborhoods, Trustees' Garden Village offers tangible inspiration. With 23 buildings completely restored and modernized, the value of the property has appreciated tremendously. The success of this venture inspired the city of Savannah to undertake one of the most farsighted and ambitious urban renewal programs of any city in the nation.

The problem of slum clearance has become so acute that civic minded organizations like ACTION, Urban Renewal and Operation Home Improvement have taken up the cause on a national scale. They hope to reduce crime, disease, juvenile delinquency, and similar social cancers which find slums the ideal climate

any restoration of its blighted properties into fashionable and profitable Trustees' Garden
 lar and slum clearance under auspices of a private firm. How this slum area of ten years ago was
 active offices should be an inspiration to gas companies now joining national fight against slums



BEFORE

Only with Mary Hillyer's vision and persistence could this building ever house an office



AFTER

Hansell Hillyer and other South Atlantic Gas executives now use the building as an office

in which to breed.

Trustees' Garden Village has the added distinction of having restored a famous historical site to its former glory. For it is located on the original ten-acre tract founded by General Oglethorpe in 1733 as Trustees' Garden, the first experimental botanical garden in the United States. From this garden came the first upland cotton, the Georgia peaches, and other products so vital to the economy of the South.

Oglethorpe, however, was primarily interested in cultivating mulberry trees to provide essential silk for England. When this failed, the garden was made into a residential section. A few years later, he established Fort Savannah on

part of the property, later named Fort Wayne in honor of General "Mad Anthony" Wayne of the famous Campaign of 1782.

With the abandonment of the fort, the Savannah Gas Company purchased the property in 1849 for its manufacturing plant. The site, the highest in Savannah, overlooks the Savannah River. As the port and the old Fort Section of Savannah boomed, the area around Trustees' Garden became a thriving center of seafarers and bustling maritime life.

As the years sped by, other areas were developed and the neighborhood began its long decline, which found it, when the Hillyers took over, a blighted slum scarcely fit for human habitation.

In 1945, Hansell Hillyer and his associates in the South Atlantic Gas Company acquired the Savannah Gas Works. They found it necessary to buy a street, three blocks long, which bisected their property. In order to acquire the street it was also necessary to purchase the property on either side of it, which consisted of 11 dilapidated buildings.

Following its acquisition, at \$55 a running foot including the buildings, Hansell and Mary Hillyer stood in an open lot, waist high in weeds, surveying the new property.

To most people a slum is a hopeless eyesore, something to be avoided like the plague. It is a rare individual indeed who can stand alone and say, "Re-build and



BEFORE

This two-story wooden structure looked much like a favorite candidate for the city dump



AFTER

Now one of the nicest homes in Savannah, the building sports gray paint, neat pink shutters

● Among national organizations leading the fight against slums are ACTION, the American Council To Improve Our Neighborhoods; URBAN RENEWAL, a government sponsored program for public housing; and OPERATION HOME IMPROVEMENT, which encourages individual home owners to improve their property.

Prominent industries and trade groups, including the American Gas Association, are actively backing these national organizations with funds, trained personnel, and hard-hitting advertising and public information programs. They also have the official endorsement of President Eisenhower, Federal Housing Administrator Cole, the Ford Foundation, Rockefeller Institute, *Life Magazine*, the United States Chamber of Commerce, governors of the 48 states and other influential citizens. . . . Editor.

Restore" and back it with vision, courage and perseverance. Mary Hillyer did, and this is her story.

The sight that greeted the Hillyers was anything but encouraging. Rubble and weeds, accumulated over the years, littered the area. No matter where they looked ruin and neglect met the eye. The broken windows, lean-to sheds, sagging porches, and rusted gutters of the unpainted tenements bore all the earmarks of a typical slum.

But Mary Hillyer saw something else. She envisioned freshly painted buildings, wrought iron railings and a charming garden for all to enjoy. She saw nice people living here and a lovely village restored to its former beauty. "Re-build and Restore!"

"Hansell," Mary asked, "What are you going to do with these buildings?"

"Why tear them down, of course," her husband replied. "What else can I do

with them?"

"I'd rebuild them," Mary Hillyer said. "And who would live in them?" persisted her husband.

"People," Mary retorted.

"Nice people—people like you and me?" challenged Hansell.

"Yes, nice people. Hansell, let me try to make these buildings over. They have good lines, the basic structure is sound, and with paint and imagination, they can be made into something very nice."

"Sweet, I think you're crazy," her husband replied.

"Famous last words"—for the rest is history. Mary Hillyer persisted until her husband finally let her try her hand at renovating one of the buildings. If she couldn't rent it to "nice people," he would use it for an office.

This was one of the worst of the lot. Neglected for years and literally falling apart, it had inspired the book, *The Damned Don't Cry*, a tragic story of life in a slum. Mary accepted the challenge and before the restoration was even completed had rented the house to a highly respected woman doctor, a cancer specialist from New York.

One down and ten to go. Mary took them on one at a time, and was so successful that every building was quickly rented, some before their restoration.

Mary Hillyer, in the telling, makes it sound deceptively easy. Only a few close friends know of the heartaches and setbacks along the way. She handled the restoration without the help of an architect, using her own rough sketches to translate her ideas to the contractors doing the work.

Following the successful completion of the first 11 buildings, the Hillyers realized that it would be advisable to acquire the property on the opposite side of East Broad Street in order to protect the company's investment. The tenements opposite those they had restored detracted from the new air of respectability the street had gained.

It was at this point that some of the directors of the South Atlantic Gas Company felt impelled to call a halt. As one of them put it at the time: "We're a gas company, not a real estate firm."

The Hillyers, however, wanted to continue the restoration, feeling that the job was only half finished. It already represented a sizable investment, and protection of that investment and further appreciation of the property required that the job be completed.

The Hillyers had the courage of their convictions, and they arranged for the purchase of Trustees' Garden Village in their own name. They also bought the controversial property across the street and several additional lots. They restored another 12 buildings and a few years later, the Savannah Gas Company repurchased Trustees' Garden Village and now own and operate the property.

But Mary and Hansell Hillyer are still its guiding hands. Mary personally oversees every step of the continuing restoration. Even the maintenance of the buildings and garden are under Mary's personal supervision. Hansell, as chairman of the South Atlantic Gas Company board of directors, handles the financial aspects of the property.

The gas company uses several of the buildings for its offices and plant. These, of course, are rent-free. One of the most attractive of the company buildings is the old "Lighthouse."

This was formerly a saloon, catering to derelicts, bums, alcoholics and rough-necks. Today it is one of the most charming buildings in Savannah (see cover). Renamed Trustees' Garden Center, it is two stories high, and situated on a corner. Latticed picture windows face the street, displaying the latest gas appliances. The first floor is given over to an attractive demonstration kitchen, and off it is the Wonder Flame Room. Upstairs, the Bishop of Georgia has his offices.

The Wonder Flame Room is one of the most popular and widely used meeting places in Savannah. The gas company makes it available to clubs and civic organizations free of charge. It is used every day in the week for luncheons, dinners and meetings by more than 90 different organizations, among them the Historical Research Society, Junior League of Savannah, Board for Mentally Retarded Children, New Comers Club, the Poetry Society, League of Women Voters, Savannah Women's Club, TB Association, Humane Society, Spanish American War Veterans, the DAR, Savannah Symphony Board, Crippled Children's Board, National Conference of Christians and Jews, Red Cross Blood Donors, Savannah Press Association, and many, many more.

If you were to stand today on exactly the same spot where Mary Hillyer stood 11 years ago and looked at a series of dilapidated buildings, you would be hard put to envision a slum. For Mary's buildings stand straight and trim. One is char-

With advent of natural gas, old holders come down and another group of ancient buildings await Mary Hillyer's magic wand of restoration



Shown here are an apartment-building-to-be (top), the site for a new residential section (center), and one of five buildings which will comprise a shopping center

coal gray with shocking pink shutters. Another is dark brown with pale blue trim. Still another is a deep blue with white trim. And so it goes, all along the line. The weeds and rubble have long since made way for a lovely community garden, rich with pink azalea blossoms, shaded by banana trees and weeping willows, ablaze with rows and rows of colorful flowers along the red brick paths.

Some say it is the coolest spot in Savannah. Certainly it's one of the prettiest. And some of the nicest people in Savannah, or anywhere for that matter, have been entertained here. Writers, artists, governors, mayors, socialites, gas industry pioneers and top rated celebrities have rubbed elbows and sipped mint

which had housed 25 people, bringing in a rent of \$17 a month. Today it comprises eight modern apartments and brings in a monthly rental of \$400.

Or take an apartment building on East Broad Street, where the Hillyers themselves reside. Before restoration, this building was renting for \$44 a month. Today, five families call it home and pay an annual rental of \$6,000.

Another dwelling, called the "little house" because it houses just one family, was formerly paying \$25 a month. It now pays \$100.

Perhaps the most graphic example is the Pirates House. This famous building is said to be the oldest in Savannah and once served as headquarters for Black-

tail lounge located next door to the restaurant, was unoccupied for years. Today, it swells the company's coffers by \$260 a month.

Of the 78 units restored, six are commercial, including the offices of the Savannah Gas Company. Very recently, the first of a series of small shops was built. These are new buildings, of mellow brick in keeping with the atmosphere of Trustees' Garden Village. They will total five in all, and are already rented. The newest is The Hitching Post, an attractive gift shop. The shops will be adjacent to the Pirates House and will form an inverted "U" to be called Hitching Post Lane.

The next area to be restored is the old fort section. With the advent of natural gas to Savannah, the company has been taking down its gas holders. Two are already dismantled and three are in the process. Approximately eight buildings are located here, some several hundred years old. These were used to house the manufactured gas equipment.

Mary Hillyer has elaborate plans for the area, which she expects to make into a combined business and residential section. A large area will be set aside for parking, to be used by patrons of the Pirates House and the shops along Hitching Post Lane. Landscaping will be in keeping with Trustees' Garden and the entire area will be illuminated by gas. The atmosphere will be "old world" combined in the Hillyer manner with modern comfort.

Still another feature will be a community swimming pool with cabanas for tenants of the Village. Savannah gray brick, tropical plants, fruit and shade trees, gas light and flowered walks plus a view of the Savannah River will enhance the scene. Work has already started on the fort section. Much of the old machinery has already been removed and workmen are busy taking up the pipes which lie beneath the ground. The old fort's dungeon will become a bachelor studio apartment and the Hillyers plan to restore the army headquarters building and make it their new home. The other buildings will be made into apartments, though one of the largest may become a museum.

The Hillyers anticipate that it will take approximately three years to complete the restoration. If Trustees' Garden Village is any indication, the old fort will be one of the major attractions of Savannah. (Continued on page 31)



Hansell Hillyer and his wife, Mary (third from l.), dine with fellow-tenants of Trustees' Gardens at famous Pirate's Cove

juleps in this lovely garden, basking in the special brand of Southern hospitality for which the Hillyers are famous.

Trustees' Garden Village has been hailed as another Williamsburg. But Mary Hillyer takes exception to this. To be sure, the original beauty and dignity have been restored but Mary Hillyer believes in modern conveniences and each of her restored houses—all equipped, of course, with the latest automatic gas appliances—combine the charm of gracious Southern living with the comforts of modern living.

While Mary concentrates on the restoration end, bringing beauty, charm and comfort to the buildings, Hansell Hillyer concentrates on making every dollar spent pay dividends.

Take, for example, one building

beard and other buccaneers. Robert Louis Stevenson lived across the street from it while writing *Treasure Island*. Legend has it that the prototype for Captain Flint died in a second floor room of the Pirates House, attended by Billy Bones, Long John Silver and Tom Morgan. The old trap doors through which drugged sailors were shanghaied remain untouched.

At the time the Hillyers acquired it, the Pirates House was a curio shop and museum. It has since been converted into a restaurant bringing in an annual rental of over \$10,000. *McCall's* magazine in July of this year cited the Pirates House as being one of the ten finest eating places in the United States out of 150 restaurants recommended.

The Pirates Cove, an attractive cock-



Industry and government officials at completion ceremonies include (l. to r.) former Secretary of Interior McKay; C. H. Gueffroy, Portland Gas & Coke president; Harold Massey, GAMA managing director; Ray C. Fish, Pacific Northwest chairman; C. S. Stackpole, A. G. A. managing director; Mrs. America; Howard Pyle, deputy assistant to President Eisenhower; and Elmo Smith, Governor of Oregon

Valve links natural gas to Northwest

A bright new era for the expanding economy of the Pacific Northwest began to unfold with the formal linking of a new natural gas pipeline with the distributing system of its first major utility customer at Portland, Ore., August 16.

On nearby Sauvies island in the Columbia river, the Pacific Northwest Pipeline Corporation and Portland Gas & Coke Company "wedded" their systems in a ceremony that climaxed a two-day celebration.

Ray C. Fish, Pacific Northwest chairman and prime mover of the 1487-mile pipeline from southern Colorado, slid home one of the final bolts on a valve at the Sauvies metering and gate station. Charles H. Gueffroy, president of Portland Gas & Coke, put in another. The system stood ready to deliver the natural gas that is scheduled to reach Portland early in September.

After a 16-inch valve was turned on, Mrs. America stepped up to light a 15-foot symbolic torch by opening a small

valve. This year's winner of the American Gas Association sponsored contest is Mrs. Cleo Maletis of Portland.

Natural gas was not actually in the line for the ceremony, as pressure testing was still going on along the pipeline in eastern Oregon and Washington.

Flags of the United States and Canada, and of the seven states traversed by the new pipeline, graced the platform. The crowd included more than 100 invited government, industry and finance officials from across the nation.

Free enterprise project

"This marks the start of one of the most productive transitions" in the region's history, declared Howard Pyle, deputy assistant to President Eisenhower and former governor of Arizona. Mr. Pyle praised free enterprise for transforming such visions into realities.

Federal Power Commission Chairman Jerome K. Kuykendall praised the two-nation development for "a most unique

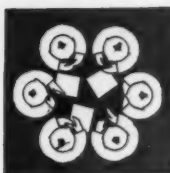
and excellent condition, with gas available from both ends of the line. No other area had that security to start with." Among all the states only Vermont will remain without natural gas, he noted.

Former Secretary of the Interior Douglas McKay, also previously governor of Oregon, introduced Mr. Pyle, and he in turn was presented by Elmo Smith, present Oregon governor. Robert R. Herring, president of Fish Service & Management Corp., Houston, and a Pacific director, presided and introduced various officials of Fish enterprises and the Portland utility.

The gas industry associations were represented by Dean H. Mitchell, president, and C. S. Stackpole, managing director, American Gas Association, and Harold Massey, managing director of the Gas Appliance Manufacturers Association.

Stuart F. Silloway, new president of Pacific Northwest and formerly financial vice president of Mutual Life of New

(Continued on page 27)



Industrial relations round-table

Prepared by
A. G. A. Personnel Committee

Edited by W. T. Simmons

Assistant to the Personnel Manager
Philadelphia Electric Company

● **Preparing retirees for retirement**—A recent survey by Thompson Products, Inc., Cleveland, shows financial planning rates highest on the list of pension planners. The survey covered 250 company pensioners and shows the aging workers need help to anticipate their future money problems. H. E. Stevens, staff director of company pensions, notes no significant difference between replies from the 96 hourly and the 25 salaried workers who responded. Thompson Products' pensions are fully paid for by the company through a trustee plan, rated equal to or better than many typical auto and aircraft worker plans.

Mac Stevens feels the survey clearly marks out a new company role in helping workers plan retirement. Two points he considers basic: Start no later than age 55, give personal attention to the worker and his plans.

Acting on these mandates, the program has been pushed to the blueprint stage:

... At age 55, the prospective retiree will attend a group meeting to discuss retirement in general.

... From age 55 to 60, the company will mail (to the home address) planning booklets as follows: "Adventures in Living After 60," by the Cleveland Welfare Federation, and a series of seven booklets, "My Time Is My Time," copyright by John Willard Reed. The reading program will continue until age 65, in the form of recommended reading and a plant library.

... At age 60 the retiree will be interviewed by his department head. He will learn to use a pamphlet describing retirement benefits and to anticipate financial problems. He will also get a pre-retirement planning checklist. The burden is on the pensioner to plan for his retirement financially and socially. The interviewer will tell him where to get professional help if he needs and wants it.

... After 60, an annual interview. Tough questions the department head cannot answer will be referred to the personnel staff of an outside agency. Stevens urges that, after some training, the retiree's boss do the counseling. With his personal knowledge of the retiree he'll do a better job than a pro.

... In his 65th year the pension office will send the man exact pension income figures. Then he will have a final interview with the division personnel manager if he's an hourly worker—with Mr. Stevens if salaried.

● **Cure for weekend tipping**—Problem drinkers cost industry \$1 billion yearly, plus 60,000,000 man-hours in lost time! That's the estimate of the Boston Committee on Alcoholism. Is there a cure? The most important step is to get the foremen to stop covering up for the "half men" during the first two or three days following a weekend of heavy drinking.

At General Electric's Lynn (Mass.) plant, foremen are taught to spot early symptoms of the disease, and then to send ailing workers to the plant's dispensary. From there, the sick employee is referred to the Committee on Alcoholism for treatment and counseling. Monsanto Chemical follows a similar program at its Everett (Mass.) plant and reports 100 per cent success with referrals over the last three years. For more information, write LeRoy Atkinson, BCA, Inc., 419 Boylston St., Boston, Massachusetts.

● **Explain your benefit plans**—If you want to get good ideas for making sure workers know how the plans operate, we recommend you scan a trio of booklets prepared by Atlas Powder Co., Wilmington 99, Delaware. The booklets include facts about the company's group insurance, pension, and disability wage plans. They are masterpieces of clarity and eye-catching interest. For free copies, write George Loft, director of public relations.

● **Do you have what it takes?**—Creative ability, judgment, administrative skill, a positive attitude, courage, and character. It takes all six of these talents to make a manager, says John M. Fox, president of Minute Maid Corp., New York. He charted them in a speech made recently before the Sales Executive Club of New York.

Put another way, Mr. Fox described the successful manager as one who is resourceful, uses common sense in making decisions, can plan ahead, and has the courage to take a gamble. But Mr. Fox put his biggest emphasis on the sixth talent:

"Managers must have character," he said. "You may have the other five qualities in varying degrees, but on integrity—honesty, sincerity, morale posture—there can be no compromise."

● **Reservists' annual summer leave**—An employer is expected to give a reservist time off for training duty and has to reinstate him if he applies within 30 days of his completion of duty. The employer can make no reduction in his seniority, status or pay except as such reduction may be made for all employees similarly situated.

The Bureau of Veterans' Reemployment Rights has issued the following guides about the legal obligations of employers:

1. Cannot control when a reservist takes time off for military training. The employee,

however, is supposed to make every effort to suit the employer's convenience.

2. Must give a reservist his regular vacation in addition to time off for training if it is the employer's practice to grant non-military workers leaves of absence.

3. Does not have to pay reservists for their leaves of absence if non-military employees must take time off for personal business at their own expense.

4. Cannot regulate the length of an employee's military leave.

5. Cannot restrict the number of military leaves of absence.

6. Must pay for a holiday occurring during the military leave of absence only if non-military personnel receive pay when a holiday falls during a leave of absence for personal reasons.

● **NLRB rulings—Discharge of union steward**—An employer can discharge an employee who is a union steward, if he, despite prior warnings, repeatedly leaves his place of work to transact union business, according to the NLRB General Counsel.

Union lunch hour meetings forbidden—Employees may have a protected right to engage in union solicitation during their lunch hour, but when they seize the occasion to hold a formal union meeting, then the employer can put his foot down, according to the NLRB's General Counsel. He ruled that an employer was not guilty of any unfair labor practice when he disciplined employees for holding a lunch hour meeting inside the plant.

During the period when a union and employer were deadlocked in negotiations for a new contract, the union decided to hold a number of lunch time meetings to allow employee union representatives to persuade union members to subscribe to a strike fund. The employer advised union representatives that the holding of such meetings on company premises was contrary to company policy, and that employees engaging in such meetings would be subject to discipline.

Most of the employees heeded the employer's warning. However, one meeting was held during the lunch period at a table in the plant where the employees involved usually ate their lunch, and while these employees were eating. On the following day the union representatives who conducted the meeting were suspended for one week, and all other employees in attendance were given letters of reprimand.

The General Counsel found that, by holding a formal union meeting on company premises, the employees wrongfully appropriated the use of company property for union purposes. Such conduct, in defiance of company policy, was not "protected" by the NLRA, and the employer had a right to discipline the participants, even though the meeting was held on their own time.

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GAS UTILITY AND PIPELINE CONSTRUCTION EXPENDITURES, BY TYPE OF GAS AND BY PLANT FUNCTION, 1955-1959

(Millions)

TYPE OF GAS AND PLANT FUNCTION	ACTUAL '55	FORECAST '56	'57	'58	'59	TOTAL FORECAST	ACTUAL TOTAL
						1956-1959	1952-1955
Natural Gas—Total	\$1,265	\$1,553	\$1,875	\$1,672	\$1,877	\$6,977	\$4,439
Production and Other Storage	124	246	191	267	165	869	527
Transmission	588	661	939	588	785	2,973	2,143
Underground Storage	60	61	44	89	84	278	189
Distribution	443	518	618	632	736	2,504	1,390
General	50	67	83	96	107	353	190
All Other Types of Gas—Total	80	75	67	73	77	292	378
Production and Storage	14	9	16	16	10	51	71
Transmission	5	4	a	2	a	6	20
Distribution	57	57	48	52	63	220	265
General	4	5	3	3	4	15	22
Total Industry—Total	1,345	1,628	1,942	1,745	1,954	7,269	4,817
Production and Other Storage	138	255	207	283	175	920	598
Transmission	593	665	939	590	785	2,979	2,163
Underground Storage	60	61	44	89	84	278	189
Distribution	500	575	666	684	799	2,724	1,655
General	54	72	86	99	111	368	212

a. Less than \$500,000.

'56 construction sets industry mark

The gas utility and pipeline companies in the United States during 1956 will spend a record-breaking total of \$1.6 billion for new construction and expansion of present facilities. During the four years 1956-1959 the construction expenditures should aggregate \$7.3 billion, the greatest sum ever expended by the industry in any four year period.

For the year 1955 total construction expenditures of the gas utility and pipeline industry aggregated \$1.345 billion. Although slightly below the industry forecast, this amount was sufficient to make 1955 the third largest construction year in the industry, and the sixth consecutive year in which new construction expenditures exceeded \$1 billion.

The totals for 1956 and for the next four years assume a continuation of current levels of business and industrial activity and a continuation of the current status of gradual inflation. They also reflect current anticipations with regard to gas demands and necessary expansion.

About 96 per cent of the estimated

construction expenditures for the next four years will be spent on facilities for natural gas systems. A total of \$3.0 billion will represent expansion of natural gas transmission facilities compared with \$2.15 billion for similar construction during 1952-1955. Distribution facilities will require an expenditure of \$2.5 billion, up from \$1.4 billion in the most recent four year period.

During recent years the industry has been adding approximately one million customers annually. Continued population growth and new housing activity combined with efforts to eliminate some still existing shortages and restrictions for natural gas for heating, will sustain construction activity at the high levels specified above.

Underground storage facilities will be increased by \$278 million during the next four years, an increase of 70 per cent in the total industry investment in these important facilities to permit more effective service to heating customers and higher load factors for pipeline com-

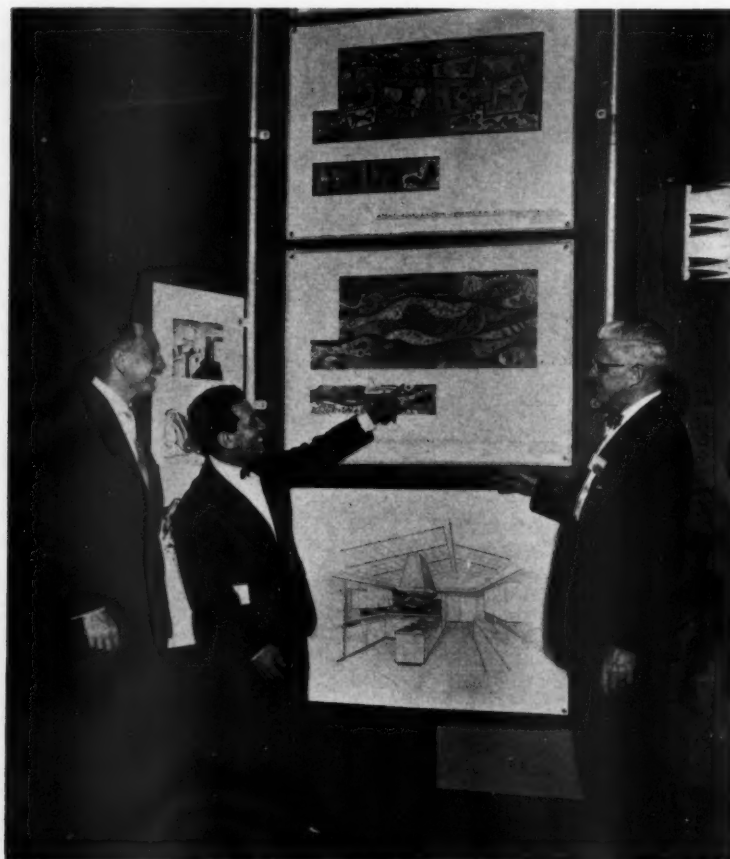
panies bringing gas to the market.

Natural gas construction expenditures in 1955 totaled \$1.27 billion, and it is anticipated that \$1.55 billion will be spent on natural gas construction during the current year. This latter amount includes expenditures for the completion of two major pipeline projects, one by the Pacific Northwest Pipeline Company and the other by the American Louisiana Pipeline Company.

Companies representing just less than one half of the anticipated 1956-1959 construction expenditures have indicated their expected method of financing their expansion programs. While such expectations are subject to modification, the present forecast shows companies expect to obtain 35 per cent of the necessary funds from internal sources, 48 per cent from debt issues and the remaining 17 per cent from equity securities.

The table above provides additional detail concerning construction expenditures during 1955 and the forecast for 1956-1959.

Architects view art exhibit, model kitchen



Artist Jirayr Zorthian (center) discusses his kitchen wall mosaic with gas company's C. R. Rikel (left) and AIA president G. B. Cummings



The convenience and comfort of Western living in the gracious design of this residential gas kitchen

Experimenting with a new approach to tying in a display of modern gas appliances with a convention or show netted the Southern California Gas Company and American Gas Association one of their most successful and novel promotions.

The occasion was the 1956 American Institute of Architects national convention held in Los Angeles. The result was drawing more than 5,000 people to the gas company headquarters to view a modern, all-gas display kitchen.

The drawing card which made a success of the promotion included a showing of the works of West Coast artists who contribute works to architecture. Statues, stained glass, mosaics, and murals, as well as renderings of similar work, were featured.

The entire project resulted from what at first appeared to be an unhappy situation—poor and insufficient display area at the convention site. When Los Angeles was selected as the site for the AIA convention, discussions were started between A. G. A. and the Southern California Gas Company as to the type of exhibit that would be developed to represent the gas industry.



A living room dining nook adjoins Southern California Gas Company kitchen. At left is Gaffers & Sattler built-in range with automatic heat controls on oven and top burners



C. V. Russell (l.) of AIA and P. R. Shea of Southern California Gas admire art work of Richard Haines (r.) at Art in Architecture exhibit

A kitchen in the Western motif, utilizing those features and characteristics most representative of Western living, was decided upon. Space was reserved through A. G. A. in the Biltmore.

At this same time a special AIA convention committee was planning to display works of leading West Coast artists who work in conjunction with architects in some of the decorative aspects of architecture. It was learned that there was a problem of adequate space at the convention site to house such an exhibit. Through discussions with the chairman of the exhibit, George Vernon Russell, AIA, it was decided to move the exhibit to the main office of the gas company where excellent facilities for such a show were readily accessible.

The entire plan for a gas exhibit at the convention changed at this point. The kitchen planned for convention headquarters was quickly altered for showing in conjunction with the art exhibit.

The kitchen, designed by the kitchen planning bureau of the gas company, was billed publicity-wise as a "special display constructed to show how art, such as that exhibited, can be woven

into interesting and useful residential kitchens."

Making the kitchen an ideal display piece in itself was a Gaffers & Sattler built-in range featuring the "Oven Sentinel," "Thermal Eye" and barbecue units. Shown for the first time was the wood on metal cabinetry of Columbia Kitchens. Other equipment included a Kitchen Aid dishwasher and a built-in Servel gas refrigerator.

More than 50 California artists whose murals, mosaics, sculpture, stained glass, and architectural ceramics decorate many outstanding buildings, displayed their works at the exhibit. Also shown were works by artists whose monumental or decorative style obviously qualified them to be used in collaboration with architecture.

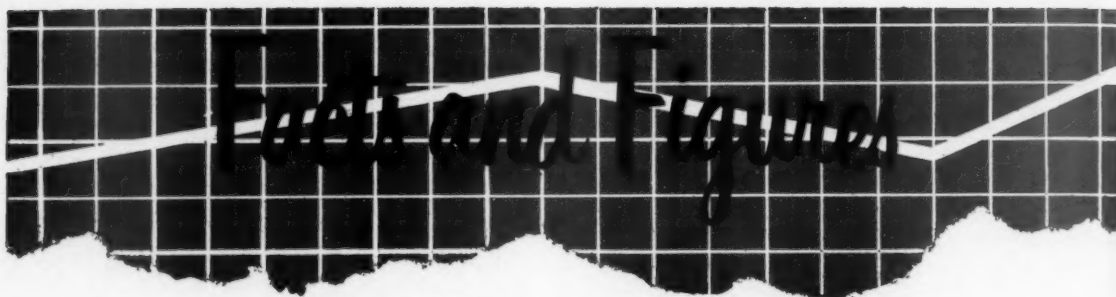
During the two weeks preceding the convention, about 100,000 bill stuffers describing the exhibit were mailed to gas company customers. Prominent notice was also given to the exhibit in newspapers, on radio and television. The gas company's evening concert radio program, long a Southern California favorite, encouraged attendance at the exhibit, which was open to the public, as well as to convention dele-

gates. An opening night party was successfully held for dignitaries from across the country, including national and local AIA officers—and, of course, ranking artists and the press. Publicity was placed in the art sections of the metropolitan press, as well as in general news columns and the real estate sections.

During the week of the convention, art symposiums and panels were held in the gas company auditorium, with free shuttle bus service from the convention hotel provided for convention delegates.

The event was so popular that the County Art Museum requested that the art exhibit be moved in its entirety to their galleries so that it might be viewed by additional people. The kitchen was slated for 60 to 90 days at its original position before being moved to other gas company office locations.

There is no doubt that a promotion such as this provides a beautiful and modern setting for the most modern of all fuels and also indicates that it is possible to vary the approaches that the gas industry may take toward its displays and in shows and conventions.



Prepared by A. G. A. Bureau of Statistics

Automatic gas water heater shipments of 247,300 for the month of June increased 8.9 per cent over the 227,100 units shipped during June of 1955. Shipments of 1,214,200 units during the first five months of this year were up 3.2 per cent over the comparable cumulative period a year ago. Shipments of gas ranges during June were down 19.6 per cent from the 204,000 units shipped during June of last year, to a total of 164,000.

For the first five months of 1956, gas range shipments aggregated 846,800 units, down 8.8 per cent from the 928,900 units shipped during the first five months of 1955. Although range shipments during the year have generally been lower than in 1955, gas units have been affected less adversely than electric.

Gas-fired central heating equipment shipped during June totaled 96,200 units, down 1.0 per cent from the 97,200 units shipped during the same month a year ago. During the same period oil-fired burner installations were estimated at 41,700 units, down 33.5 per cent from the 62,700 units shipped in June 1955.

A total of 108,000 new residences were started during May, 21.5 per cent fewer than in the same month last year. The Department of Labor has reported 104,000 housing starts for the month of June, 22.7 per cent lower than a year ago. During the first six months of this year there were 569,900 homes started as compared with 695,400 in the same six-month period in 1955. This drop in new housing starts during the period is being reflected in lowered shipments of gas appliances.

Automatic gas dryer shipments totaled 16,700 units for the month of June, a drop of 1.1 per cent from shipments made during the same month a year ago. Electric dryer shipments decreased 22.1 per cent from 53,600 units shipped during June of 1955 to 41,700 units shipped

(Continued on page 31)

SALES OF GAS AND ELECTRIC RESIDENTIAL APPLIANCES DURING JUNE, 1956

(WITH PER CENT CHANGES FROM THE CORRESPONDING PERIOD OF THE PRIOR YEAR)

	June, 1956		May, 1956		Five Months May 31, 1956	
	Units	Per Cent Change	Units	Per Cent Change	Units	Per Cent Change
RANGES						
Gas	164,000	-19.6	166,600	-11.2	846,800	-8.8
Electric	n.a.	n.a.	98,300	-21.3	629,500	-10.0
WATER HEATERS						
Gas	247,300	+ 8.9	236,800	+ 3.2	1,214,200	+ 3.2
Electric	n.a.	n.a.	76,100	- 8.9	374,800	- 2.2
GAS HEATING						
Furnaces	73,300	- 1.1	65,100	+ 6.9	285,200	+ 5.2
Boilers	7,400	+ 4.2	6,100	+ 8.9	29,600	+29.3
Conversion Burners	15,500	- 3.1	11,700	- 4.9	43,300	+ 6.1
DRYERS						
Gas	16,700	- 1.8	15,000	+ 4.8	144,600	+21.7
Electric	41,700	-22.1	40,300	+15.5	403,400	+17.8

n.a. Not Available.

GAS SALES TO ULTIMATE CONSUMERS BY UTILITIES AND PIPELINES DURING MAY, 1956

(MILLIONS OF THERMS)

	1956	1955	Per Cent Change
Month of May			
All types of Gas	5,743.2	4,840.7	+18.6
Natural Gas	5,440.9	4,575.6	+18.9
Other Gases	302.3	265.1	+14.0
Twelve Months Ending May 31			
All types of Gas	71,044.8	64,854.8	+ 9.5
Natural Gas	67,407.5	61,449.8	+ 9.7
Other Gases	3,637.3	3,405.0	+ 6.8
Index of Monthly Utility Gas Sales (1947-49 = 100)	223.3	188.2	+18.6

PERTINENT BUSINESS INDICATORS, MAY

(WITH PER CENT CHANGES FROM CORRESPONDING PERIOD OF THE PRIOR YEAR)

	May			April		
	1956	1955	Per Cent Change	1956	1955	Per Cent Change
Industrial activity (1947-49 = 100)	142p	138	+ 2.9	143r	136	+ 5.1
Consumer prices (1947-49 = 100)	115.4	114.2	+ 1.1	114.9	114.2	+ 0.6
Housing starts, Non-farm (thousands)	108.0	137.6	-21.5	106.0	132.0	-19.7
New private construction expenditures (\$ million)	2,502	2,571r	- 2.7	2,365r	2,384r	- 0.8
Construction costs (1947-49 = 100)	152.8	144.8	+ 5.5	152.0r	144.2	+ 5.4

p. Preliminary.
r. Revised.

*Statistical study of 33 cities reveals
consistent trend to warmer winters; one city turning colder*

Peak day study shows warm trend

During the past 50 years there has been a strong trend toward warmer weather in much of the country. This was indicated in the report on trends in annual and peak day heating degree days undertaken by the A. G. A. Bureau of Statistics at the suggestion of the Rate Committee.*

However, this trend to warmer weather is not universal and there are indications of a swing to colder weather in the north-northwest. While the trend seems definite, the report suggested that forecasting from these results should be limited to the short term future, because the period analyzed is necessarily short. Further analysis is being done on the subject, with the issuance of a future report to be governed by the results.

The opening introduction and commentary of the full report points out that in recent years it has become increasingly evident that winters are not as severe in many areas of the country as those experienced in former years. The continuous gain in the number of customers utilizing gas for the heating of homes has made such a change of special importance to many utilities.

Investigation of trends in weather has therefore been undertaken in an attempt to determine whether the milder winters experienced in recent years are evidence of a definite trend, or are merely chance

variation from long-term normals. In the present study the investigation has been limited to determination of seasonal and peak day trends in degree days, the frequency of days at colder temperatures and their interrelationship.

Degree days for the heating seasons and for the peak days have been analyzed for 33 cities in various parts of the country and the indicated trend established for each, carrying the data back as far as possible without any significant change in station location, or basis of recorded data. The trends established are calculated trends. The frequency of individual cold days and relation of seasonal and peak day characteristics have also been examined.

The forecasting of gas loads and contracting for gas requirements from pipeline companies must be subject, to a large degree, to the requirements of customers utilizing gas for the heating of homes. With heating saturations steadily increasing, utilities thus find their sales and revenues more and more dependent on the vagaries of weather.

If it were determined that no trend existed in winter temperatures, then the growth of customers and the saturation of heating use would be the most important factors in determining future loads for many companies. The existence of a temperature trend, however, would introduce another variable, and one which would have to be re-examined periodically for evidence of change. In addition to annual trends the existence of a trend in peak day temperatures might in-

fluence some companies to re-examine their contract demand estimates for immediately succeeding years, and to modify their practices regarding the operation of peak shaving facilities.

Load forecasts are also a basic element of the financial and operating budgets for the planning of future operations. Construction programs with expansion and replacement of plant are necessary to meet the anticipated sales levels. The earnings and capital requirements reflected in these new loads are of vital interest to the financial community. Use of more reliable and realistic degree day normals may be effective in eliminating the need to explain regularly that earnings were lower than anticipated because of "abnormally" warm temperatures.

Rate regulation is another area in which the determination of trends in weather may be of real significance. It is important that abnormalities of revenues and expenses, due to abnormal weather conditions and not controllable by utilities, be recognized in rate making. Rate relief may have to be sought when a decline in degree days and loss of revenues results in a lowering of the rate of return on utility investment to insufficient levels.

The inappropriateness of using past test periods in determining future rates will become increasingly apparent if a declining trend persists, and its effect on earnings will have to be recognized by regulatory authorities. (The New York Public Service Commission, in a recent case involving the Binghamton Gas

* "Trends in Annual and Peak Day Heating Degree Days," prepared by A. G. A. Bureau of Statistics, sponsored by Subcommittee on Weather Characteristics of A. G. A. Rate Committee and Subcommittee on Gas Industry Statistics. Copies of full report are available from A. G. A. Headquarters at 50c each.

Works, did recognize a declining trend of degree days in measuring the Binghamton company's load.)

From the data analyzed it is found that winters have become consistently warmer in 26 of the 33 cities investigated. There has been a slighter tendency toward warmer winters in six cities, and one city indicated a trend toward colder winters. The usual pattern has been a decline in annual degree days at a constant rate as evidenced by a straight line trend.

In the group of 26 cities where winters have been growing definitely warmer at a constant rate, the average decrease of degree days ranged from 2.6 per year in Palestine, Texas, to 21.1 in Cincinnati, Ohio. As a percentage of seasonal degree days, the range was from 0.05 per cent for Duluth, Minn. to 0.43 per cent for Cincinnati.

The cities which showed the greatest decline in average seasonal degree days are located along the eastern and southern coasts and also include Cincinnati. They range from New York City to New Orleans. On the other hand, the cities where winters have been getting colder, or where the tendency to warmer weather is becoming less marked, are all located in the northern and western parts of the country and range from Charles City, Iowa, to the station at Tatoosh Island, Washington.

The analysis of the peak day data for 30 of these cities showed 26 to have consistent, uniform trends toward warmer temperatures on the peak day. The average annual decrease in degree days on the peak day ranged from 0.02 in San Francisco to 0.23 in Cincinnati. As a percentage of total degree days on the peak day, the variation was from 0.05 per cent per year in Duluth to 0.40 per cent in Cincinnati.

Of the four cities not following this pattern, one indicated a curving trend reflecting increasingly mild peak days, and two showed curving trends reflecting a reduction in the rate of decline of peak

day degree days. One showed essentially no change.

It seems likely, however, that such trends are of minor consequence in problems relating to sizing of distribution mains and other facilities, considering the necessary factor of safety of capacity design. Such items of plant are ordinarily constructed with significant safety factors, which may exceed the cumulative amount of loss in peak day degree days. Additionally, plant is constructed for the long-term future, and the trend of degree days may conceivably be reversed in the future.

A comparison of the seasonal and peak day trends showed very little consistent relationship between these trends for individual cities. These interrelationships are described briefly in the full report, together with analyses of the frequency of winter days of specified temperatures in recent years compared to earlier years. Declines in the frequency of cold days were noted in 16 of the 18 cities included in this phase of the study.

As a test of the usefulness of the method employed in determining the trends in this study, a statistical comparison was made of the trend values for five recent heating seasons for each of the cities, with historical averages based on the latest 10 and 20 years, Weather Bureau normals (1920-1950 average), and complete recorded weather experience. Available information indicates that these latter measures are the ones most commonly used as normals by gas companies. The test showed that the "least squares" method employed in this report gave average results much closer to actual weather experience than any other tested basis of "normal."

For adjustment of current data or for making short period forecasts, real assistance in estimating normal weather conditions in a locality may be derived by establishing the experience trend of actual temperature, as measured in degree days, based on as long a period of consistent weather data as is available.

(Authorities on long period weather conditions generally interpret the current trends as short sections of long period cycles, though the length and amplitude of these cycles are matters of widely differing conjecture.)

Regardless of whether trends to warmer winter temperatures continue or not, the current level of degree days, as indicated by the trend value, seems to be significantly lower than that provided by the use of any historical average. As pointed out previously the trend values have proven more accurate normals than historical averages.

Expected peak day temperatures for the future can also be set up by analyzing experienced trends, but it should be pointed out that the peak day trend concept is undoubtedly less reliable than the annual or seasonal trend since a one-day period which has more opportunity for diversity is being considered, and since the peak day temperature itself is an extreme deviation rather than an average or normal.

It is felt that the "least squares" trend, used in the study, gives a realistic and defensible estimate of current "normal" and the immediate trend of "normal" from year to year. In using any concept of "normal," however (and this is no exception), it must be realized that the basis of a so-called "normal" is only a judgment selection of some method of averaging which appears to give the best approximation of actual average expectation. It is not in any way an exact determination, but it is nonetheless important that the basis shall be reasonable.

It may be interesting to note that several of the larger companies are using a similar basis for their "normal" weather calculations. Other utilities may wish to compute degree day trends for their own service areas, using the techniques outlined in this report.

If questions arise regarding the use of these procedures, the A. G. A. Bureau of Statistics will be glad to offer its assistance.

McGraw-Hill publishes new volume on utility rate economics

A COMPREHENSIVE reference book, *Electric Utility Rate Economics* by Russell E. Caywood has recently been published by McGraw-Hill Publishing Company at \$10 a copy. The volume contains significant material on electric utility economics, price structure, basic statistical methods, and engineering economics, much of which is equally applicable to gas utilities. A full bibliography is included.

Chapters on rate matters describe: tariffs, including the forms of rates, schedule provisions, rules and regulations; schedule modifications, including methods of estimating the revenue effect of alternative rate changes; rate administration; cost analyses, including the principal allocation procedures and the use of load studies; and earnings, including discussion of utility plant determination, de-

preciation calculations, and rate of return.

Of particular interest is the chapter which details the various uses for cost analyses, the data necessary for their development, and the general method of preparing such analyses.

The volume is a useful reference book for new and experienced rate personnel, particularly since a comparably detailed volume has not been published in several years.

Urges gas utility aid for dealers



By A. W. BERNSOHN

*Managing Director
National Appliance & Radio-TV
Dealers Association*

In the giant selling job ahead for our industry it is imperative that there be a maximum amount of teamwork between all the elements of the industry.

Manufacturer-distributor-dealer, or manufacturer-dealer, integration in a well-organized promotion, advertising and sales program is well-established and becomes stronger as each of the elements finds his need for the other to be greater in this period of growing competition.

Manufacturers must work very closely with the utilities to be certain that their products get the best possible kind of exposure, that they are vigorously competitive, and that the performance of their appliances be contributory to maximum acceptance.

Perhaps the one area of activity in need of the greatest improvement and yet offers the richest rewards is that of teamwork between utilities and dealers. This is especially true in the case of the gas utilities and the dealers in the areas they serve.

Many tensions have arisen in the past between utilities and dealers. Many dealers may feel that utilities should not merchandise, or gas utilities may find that the majority of full-line dealers are putting their primary sales emphasis on electrical appliances. Dealers may protest against failure to impose severe limitations on the utilities employees' sales program, while a utility may object that the dealers demand too much of its service department.

Regardless of the source and nature of these tensions, they must not be permitted to create barriers between the dealer and the gas company. These two are elements of the same sales force whose cooperation with each other can be richly rewarding to both.

To break down these barriers, the electrical utilities have employed the device of local electric leagues. These leagues serve as a liaison between the utilities and such businesses as distributors, electrical contractors, service firms, retailers, broadcasters, architects, financial institutions and the like. These leagues have had varying success and, except for a few conspicuous exceptions, do not have very intensive dealer participation.

One of the principal drawbacks to dealer activity in local leagues is the fact that many of the utilities have abstained from any action in the broad area of "trade practices." The utilities

feel this type of activity would be inappropriate for them—a feeling that quite definitely has a great deal of foundation in truth.

However, dealers are feeling pressures from sources which can only be reached through positive, corrective activity. Until some indication is given that utilities are concerned with the dealers finding alleviations from these pressures, the dealers will question the sincerity of the utility's interest in their welfare.

Among these sources of discomfort are a new, more intense type of competition, shortening discounts and new, unfamiliar merchandise that only the most astute of executives can handle as skillfully and effectively as old, established products. Added to these is the difficulty of finding adequate personnel and securing suitable training for this personnel, rising operating expenses, and the trick of making service departments and trade-ins profitable.

It is precisely in these fields that the National Appliance and Radio-TV Dealers Association familiarly called NARDA, seeks to operate. Through this association the dealers themselves learn to cope with these problems.

Simply by bringing the dealers in their territories in contact with NARDA, the gas utilities can take a big step toward assisting their dealers.

Among NARDA's membership will be found literally hundreds of highly effective retailers concerned with the over-all welfare of the industry and eager to serve it in any way they can, even to the extent of coming to nearby cities and assisting the dealers in forming strong local organizations. Once the dealers get together and find the benefits that can accrue to them, their gratitude to the utility for having served them in this way may very well reflect itself in greater and more enthusiastic participation in the utility's promotions.

The best way to initiate such activity would be for the utility to become an associate member of NARDA. Inasmuch as the organization is incorporated and submits all of its positions to excellent legal counsel before they are taken officially, there is no legal danger to the utility from affiliation. There can only be good as a result of the closer ties and greater information the utility will secure through the various materials provided it by this dealer association.

Associate membership in NARDA is not costly. Dues are based on the number of meters served by the utility. If 25,000 or less are served, annual dues are only \$35; to 50,000 the rate is \$50; to 100,000 \$75; and over 100,000, \$100. All that is necessary for the utility to become an associate member is to send a check for the appropriate amount to NARDA headquarters at 1141 Merchandise Mart, Chicago 54.

The next step would be to arrange a meeting between a NARDA representative (usually he will be a dealer selected by national headquarters) and the business leaders in the community. Plans can be laid at this meeting for a larger meeting at which all the dealers would be invited to join. They could be attracted to the meeting by outstanding national figures who would be speakers. These speakers may come from any phase of the industry, including even electrical appliance manufacturing; however, the fact that the organization was formed through the intervention of the local gas utility will

be of considerable value in future dealer relations.

At this meeting the utility can secure a great deal of dealer good will by inviting the members of the newly formed local organization to use its facilities for their meeting place, and by offering the services of a dealer-contact man to serve as the secretary of the local dealer organization. He would send out meeting announcements and work with NARDA headquarters in securing the monthly or quarterly speaker for the group.

Thus, the dealers would be meeting at utility headquarters with some consistency and they would closely identify the utility with national dealer association as an agency that is assisting them with their current business problems.

Among the services that NARDA provides its members are a weekly newsletter called the *NARDA News*; an annual costs-of-doing-business survey, which represents a valuable yardstick by which they can compare their

businesses with others; trade-in "Blue Books," which put a foundation on trade-in allowances; a uniform accounting system; group insurance; consumer creditor insurance; legislative representation; and the soundest and most diplomatic kind of manufacturer relations representation.

Annual conventions and regional meetings are regular features, and the Institute of Management for Appliance-TV dealers at the American University in Washington, D. C., is an annual week-long session of work shop and instructive, authoritative lectures aimed at showing dealers how to be more effective. The bulk of these services are also available to the associate members of the organization.

From this integration of activities emerges a greater recognition by dealers of the value of utility good will. This enhances the probability that dealers will participate vigorously and enthusiastically with the utility in its promotional activities and its efforts to make a greater impress on the market.

A.G.A. Proceedings for 1955 now available for distribution

THE 1955 volume of the *A.G.A. Proceedings* covering from October 1954 to October 1955 is now available for distribution.

The *Proceedings* contains a complete record of convention minutes, papers, and committee activities, providing a permanent record of technical accomplishments of both the Asso-

ciation and its individual members.

For the first time, it includes the papers presented at the General Management Section's spring conference, in addition to the papers presented at the three spring conferences of the Operating Section. Also included in the 1200-page volume is a 75-page section con-

taining reports of the Rate Committee and the Subcommittee on Marketing Research of the Economics Committee.

This volume, and volumes from 1950 through 1954, are available from the A.G.A. order department at \$3.50 a copy to members, \$7 to non-members.

Advertising passes million-dollar mark



News that the A. G. A. Domestic Advertising Program has for the first time passed the million-dollar mark is well received by the members of the Domestic Advertising Committee. This meeting was held July 31-Aug. 1 in Chicago, under C. G. Cassidy, Peoples Gas Light, chairman. Mr. Cassidy has since retired as chairman, and will be replaced by W. D. Williams, New Jersey Natural Gas Co.

Gas for "world's largest"

THE WORLD'S largest shopping center—over 1,300,000 square feet of retail selling space divided into 110 stores—will be heated exclusively by gas. The new Roosevelt Field shopping center, situated in the heart of Long Island's Nassau County, boasts of 34 Bryant gas-fired steam boilers in its 1,300 by 700 foot continuous basement.

The boilers supply more than 40 million Btu per hour of heating input, or enough capacity to heat 400 homes. A unique feature of these units is Bryant's automatic diaphragm valve that controls gas flow.

Also heated by gas is the concourse, a site similar to the Rockefeller Plaza concourse in New York City.

Studies have indicated that the number of visitors to the \$50 million shopping center on peak days will reach 60,000, and that the first year's total volume of sales will exceed \$80 million. Near the center is a planned industrial area, where several major manufacturers are already occupying one million square feet.

Serving the area is the Long Island Lighting Company.

Webb & Knapp, Inc., are the developers of Roosevelt Field.

As gas bills become an important part of family budgets, an expert advises modern credit methods

Training for credit departments

By R. B. MITCHELL

*The Peoples Gas Light and Coke Company
Chicago, Illinois*

According to the March edition of *Nation's Business*, in 1939 installment credit extended was 9.9 per cent of disposable income. By 1955, installment credit extended had risen to 13.8 per cent of disposable income.

Department stores, for example, have shown a steady and substantial rise in their installment credit sales. A large mail order house and retailer reports that more than 40 per cent of its sales are installment sales.

Latest figures indicate that almost 60 per cent of all furniture, television sets, refrigerators, and washing machines are bought on time. Some 72 per cent of new autos were sold on credit in the third quarter of 1955.

A good share of the \$6,000,000,000 rise in 1955 over 1954 of expenditures for durable consumer goods was probably induced by the availability of liberal credit.

As can be seen from the foregoing figures, the extension of credit is big business in all phases of our economy. Well defined principles of credit have been established over the years, and the successful application and administration of these principles calls for a high degree of intelligence, knowledge of finance, business management, law, and human relations.

In the early years, credit was ex-

tended on a very limited scale and only to those persons well known to the entrepreneur. With the advent of newer mass production techniques, it was discovered by extending credit to more and more consumers, sales volume was increased, making possible the movement of a large amount of goods.

This opened the way for more and more goods to be mass produced resulting in lower unit costs.

During this period, the credit man, who usually was an individual who was drafted into the job, had to learn how to handle the extension of credit the hard way—by trial and error. There weren't many books on the subject and very little precedent or experience to help him in his decisions.

A recent questionnaire sent to 37 credit managers revealed that not one had started his business career in the credit department. Like Topsy, the job "just grew."

Today, with the tremendous growth of consumer credit, the use of modern methods, research techniques, and statistical yardsticks, has made credit management almost a science. It is of utmost importance, therefore, that newcomers in the field of credit should be properly trained to use the special techniques that have been developed so credit, as a tool of business, will be used properly for the benefit of all. And since credit techniques change from time to time as economic conditions change, this training should be continuous and flexible.

Those of us engaged in credit and

collection work for our utility companies believe we have a related but actually an altogether different problem than our credit friends in other types of business. For example: except in actual field collection work, we seldom see our customers. Applications for utility service are, for the most part, issued as a result of either telephone or mail requests. Credit information from customers who purchase appliances on the installment basis is obtained by our salesmen.

There was a time not so long ago when the gas bill for the majority of our customers represented only a small portion of the household budget. Today, with househeating, water heating, refrigeration, clothes drying, incinerators, and the modern gas range, the gas bill represents an important part of that same budget.

With the increased use of gas service plus the trend to other than monthly billing, the customer is presented with a substantial bill at periodic intervals.

Those utilities having rural areas to serve have a different credit problem than those serving an urban area. The credit and collection function in the first instance is generally delegated to other employees, usually those in sales and customer relations work. In metropolitan companies the responsibility for credit and collection work is generally confined to one group.

Taking all of the factors mentioned into consideration and for the purpose of this article, the problem of credit training will be treated in a general

way. There is an agreement among credit managers that the considerations for setting up a training program are:

1. Determine needs.
2. Establish objectives.
3. Decide how and by what methods.
4. Obtain approval and acceptance.

A complete study of the credit function is usually the first step to determine your training needs. The objectives are: 1. Train the man who is limited to his present position to do a better job. 2. Train the "potential" man for a bigger job. 3. Train the new man to do his best job.

The end result should be greater efficiency and productivity of department operation. With these objectives in mind you might list the purposes of a training program as follows:

1. To acquaint the employee with your company, its people, product, and policies.
2. To instruct in methods and procedures.
3. To explain company organization and functions.
4. To suggest means of problem-solving.
5. To foster good inter-department relations.
6. To foster good customer and employee relations.

To reach our first two objectives means an evaluation of credit person-

nel in terms of potential. Generally speaking, credit and collection personnel are best evaluated on performance. Observations by the employee's supervisor could be supplemented by personnel department observation of testing, general training, etc. Present personnel should be part of the training program so they may not only learn to do but learn to train, thus taking a full part in the program.

Bringing new employees into the department means not only a consideration of immediate needs but long-range forecasting as well. Immediate needs are the first consideration, but management hopes to fill these needs with people with development potentials.

In filling long-range needs, it is recommended that some consideration be given to the following:

1. Source from which new employees are obtained, i.e., from inside or outside of the company. The advantages and disadvantages of both sources should be considered carefully. An outsider may bring in new ideas or a fresh viewpoint, but how will the morale of present employees be affected?
2. Qualifications. The experience and personal qualifications desired and deemed necessary for the long-range prospect should be considered carefully.
3. Promotability. The possibilities for advancement for the prospect should be outlined for him, deter-

mined, in part, by his own ability.

Some of the specifications you might look for in a new employee are: 1. Pleasant personality and appearance. 2. Creative ability. 3. Aggressiveness. 4. Intelligence. 5. Desire to succeed and particularly a desire to do credit work. 6. Emotional stability. 7. General enthusiasm.

For the good of the individual and the best interest of the company, everyone should be in a continuous training program. Training as a continual process, however, changes form with position change. The following division illustrates training at three credit levels:

1. Top level—self-development by reading, attending seminars, visits to other companies, active participation in credit association work, etc.
2. Supervisory level—coaching by superior, supervisory training programs, attending educational institutions, forums, etc.
3. Junior level—planned program that provides on-the-job training in related departments plus recommended reading, etc.

Some of the specifications that you might want to see developed in a training program are:

1. Technical skills—such as letter and report writing plus ability to analyze credit reports and financial statements.
2. Human relations—the individual should know how human beings react and how to motivate others.
3. Self-perception—the ability to visualize things in perspective and to translate experience into practical judgment.
4. Conceptual skills—come up with fresh, original ways of doing things.

These might be considered as the "content" of the program as differentiated from "method."

Establishment of a credit training program might rest with the credit department after acceptance by top management. Initiation by top management would be preferable, opening the way for better recognition and cooperation from other departments. In any case, the first step is to get active support, not just permission, of top management.

Active support might be obtained
(Continued on page 31)

Accounting Section Managing Committee meets



Discussing plans for the future are members of the A. G. A. Accounting Section Managing Committee. Presiding at the Hot Springs, Va., session was E. R. Eberle (in front of statue), Section chairman

Plan gas exhibit at Metal Show

One of the country's finest exhibition halls, Cleveland's Public Auditorium, will be the locale of the 1956 National Metal Congress and Exposition during the week of Oct. 8.

Once again the Industrial and Commercial Gas Section of American Gas Association will sponsor one of the largest single exhibits of the Metal Show. With seven cooperating exhibitors, the gas area will be seen along nearly 200 feet of main aisle in Lakeside Hall. Many interesting exhibits of industrial gas equipment will be seen under the Blue Flame banner.

Stressing the uses of gas in industry for hot forming, heat treating, prepared atmospheres, metal melting and finishing, the exhibitors in the A. G. A. Combined Industrial Gas Exhibit will be the host to well over 50,000 visitors to this largest industrial trade show.

Those manufacturers of industrial gas equipment who are cooperating in this combined exhibit are:

American Gas Furnace Co., Elizabeth, New Jersey.
Continental-Industrial Engineers, Inc., Chicago, Illinois.
Gas Appliance Service, Inc., Chicago, Illinois.
The Gas Machinery Co., Cleveland, Ohio.
Charles A. Hones, Inc., Baldwin, Long Island, New York.
The C. M. Kemp Manufacturing Co., Baltimore, Maryland.
Metalwash Machinery Corp., Elizabeth, New Jersey.

The highlight of Metal Show Week will be the Industrial Gas Breakfast to be

held in the Hollenden Hotel on Wednesday morning, October 10. This year all those attending the breakfast will join in celebrating the 20th anniversary of this traditional affair.

In 1937 a small group of manufacturers and utility men met with the late Gene Milener during the Metal Show in Atlantic City for an informal breakfast. From this small beginning, the breakfast has grown to the point where as many as 150 persons have met to visit with each other and participate in the program. Breakfast guests are now representatives of publishers in the metal-working field who are invited to meet industrial gas men and manufacturers of industrial gas equipment.

This year a special program has been prepared to celebrate the event's 20th anniversary. It is hoped that industrial gas men and manufacturers will plan to attend the 1956 Metal Show on those days so that they can include the breakfast in their schedule.

It has been the policy of the Section to hold meetings during Metal Show Week of the Metals and Industrial Processing Committees whose activities are related to the fields covered by the show. The first group will meet on Oct. 10, the latter on Oct. 9.

Other important dates on the Industrial and Commercial Gas calendar for the coming months are:

Section session at the A. G. A. Convention, Atlantic City; Oct. 16.

Meeting of the Managing Committee, Hotel Traymore, Atlantic City; Oct. 18.

National Hotel Exposition, Coliseum, New York; Nov. 12-16.

Meeting of the Food Service Equip-

ment Committee, Hotel St. Moritz, New York; Nov. 13.

Commercial Gas Breakfast, Hotel St. Moritz, New York; Nov. 14.

Meeting of the Commercial Processing Committee, Hotel St. Moritz, New York; Nov. 14.

Meeting of the Joint Committee on Dealer Cooperation, Hotel St. Moritz, New York; Nov. 14.

PEP campaign starts

Commercial gas sales executives have received the new portfolio on plans for the 1956 PEP (Performance—Economy—Profit) sales campaign. This year the purpose of the national three-month drive will be to win dealer support and cooperation; replace obsolete equipment; and add new gas appliances in inadequately equipped commercial kitchens.

Included in the portfolio are suggested plans and schedules for the 1956 campaign; direct mail pieces for dealers, dealer salesmen, customers and prospects; and suggestions for conducting sales contests.

The Gas Appliance Manufacturers Association is again supporting the A. G. A. Industrial and Commercial Gas Section's promotion with a contest for gas companies and their commercial sales managers. Plaques and checks will be presented for the winners in three divisions, which are determined by the number of gas customers served.

'Tote' board schedules service calls

By D. L. DRAKE AND
H. H. MILLER

*Baltimore Gas and Electric Company
Baltimore, Maryland*

A study undertaken by the Gas Fitting Department to develop a better method of dispatching service calls and scheduling manpower had as its main objective the reduction of the cost to service customers' appliances. It was evident early in this study that a mechanism of some kind would be necessary to record customer service calls as man-hours of work according to promised schedules.

After a review of available recording and calculating equipment it developed that the American Totalisator Company's Race Track "Tote" Board mechanism incorporated the desired features.

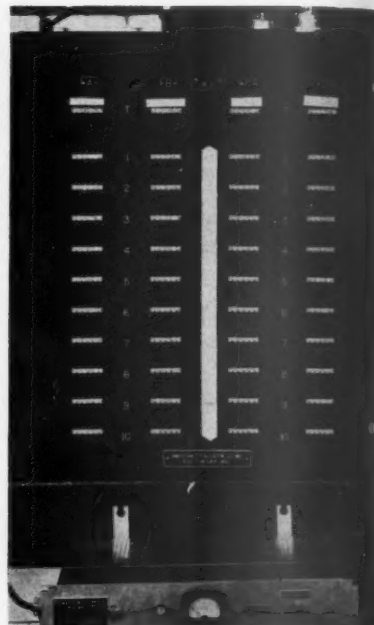
Application of the race track "tote" board proved to be a definite help in giving better service to our gas customers and a valuable aid in reducing operating costs. It has helped to balance the available manpower with work load, reduce "overtime" work, and enable the dispatcher to more effectively handle the day-to-day swings in the service work load.

The information required by a customer service dispatcher to handle calls and schedule manpower effectively must include a running account of the service calls received, the promised completion dates and the manhours required to complete the work promised for each date. Fortunately, the classification of "request for service" calls according to "type" and "time required to do the work" parallels closely the number of items of information required to establish pari-mutuel odds at a horse race.

Horse race wagering odds are es-



Top row on keyboard transmits completion day for service call to board. Other keys transmit classification of work ordered



Four rows on "tote" board give visual record of service calls; at bottom is instrument panel which controls unit

tablished by maintaining a running account of the "win," "place" and "show" amounts bet on the various horses in a race. The American Totalisator Company worked with the Baltimore Gas and Electric Company to adapt their "tote" board to our problem.

Its application in the Fitting Department's operation enables the customer service dispatcher to observe on the "tote" board at any time the actual manhours that have been committed on any one of three consecutive days. It also shows the distribution of the promised work by job classifications.

The Totalisator mechanism is operated electrically and, as shown in the photographs, consists chiefly of a "tote"

board that shows the visual record of the service calls, an "instrument panel" which indicates that the equipment is operating properly, and the "key board" by which the information is transmitted to the "tote" board.

The key board has three rows of keys. The top row is used to transmit to the "tote" board the "day" on which the customer's request for service must be completed. The two bottom rows transmit the classification of the work. The mechanism in the "tote" board then transforms this information into manhours of work.

The visual integrators on the "tote" board show the total manhours of work committed at any time in each classification of work and also shows the

accumulated total work load promised for completion at any time for any one of the three consecutive days.

In the "tote" board photograph shown a "selector switch" at the top of the board points to the "D" position. This indicates that column "D" represents the "today" or current day's work. Under column "D" at the time the picture was taken there had been 774.1 total manhours of work promised.

The 774.1 total manhours of scheduled work under column "D" consists of 235 calls classified as (1) house heating requests; 85 as (2) gas leaks; 229 (3) domestic and commercial; etc. At the same time while the "selector switch" points to the "D" or "today's" work, column "A" (in alphabetical sequence) shows the second day's work, "B" the third day's work and "C" the unassigned work available for load balancing at a later date.

The "tote" board record is kept up to date each day by turning the selector switch to the next column in alphabet-

ical sequence.

The request for service work order tickets prepared by the Customers Service Board (where request for service calls are received) are grouped according to promised completion dates and work areas. Those promised for completion on the day received and recorded under column "D" in the photograph are dispatched immediately to servicemen on the street. Requests for service orders that are promised for completion on subsequent days are filed according to work areas and then later dispatched according to their respective dates and work areas.

This system provides the Fitting Department dispatcher with a continuous record of the number of requests for service orders received by job classifications as they have been promised for completion at any time during each of three consecutive days plus the unassigned work that may be used for work load balancing. In addition, the record indicates to the dispatcher the

total accumulated manhours required to complete the promised work on each of the three days.

With this information the dispatcher is in a position to advise the Customers Service Board to advance or delay the completion dates on subsequent requests other than emergency calls that are received from customers.

In this way the dispatcher controls the accumulated work load on each day and avoids "overtime" work and the need for calling in manpower. It also permits him to adjust work load for predicted changes in the weather. Shifts in the time that jobs are to be promised for completion are made to match available manpower with changes in the weather, variations in the gas mixtures distributed and operating emergencies.

As stated before, application of the race track "tote" board has been a valuable aid in giving better service to our gas customers and in reducing operating costs.

Links Northwest

(Continued from page 13)

York, declared further discoveries of natural gas in the Southwest and Rocky Mountains have prompted his company to prepare applications that will expand its transporting facilities to 850,000,000 cubic feet a day by the end of 1958, compared to the original 300,000,000.

"Before our expansion is completed," he said, "we will have one of the largest pipeline systems, serving a vast Western area extending to the Canadian line."

In Canada, Westcoast Transmission Company is building a 30-inch pipeline south from the Peace River fields, and Pacific Northwest has contracted for 300,000,000 cubic feet a day at the British Columbia border.

Richard D. Ricketts, president of Fish

Northwest Constructors, related highlights of building the "Scenic Inch", which swings across 1,240 miles of desert, mountains, forests, farms and rivers to reach Portland. He said four-fifths of the 2,571 miles of main line, laterals and gathering system had been built in less than 14 months. Along the main line, the only segment as yet unfinished is in the Seattle area.

Mitchell, Stackpole speak

The Portland celebration started off the previous night with a gas appliance dealer meeting, where Mr. Mitchell and Mr. Stackpole were speakers.

Mr. Mitchell advised the dealers to tear up any plans for sales based on their previous conceptions, for they will be greater than expectations. This happened in his own Indiana territory, he said.

Mr. Stackpole told the group the Portland utility's hard-hitting sales promotion, which this year is costing \$650,000, helps dealers sell, and over 85 per cent of gas appliance sales are by dealers.

"There are thousands of ready-made prospects, but you've got to knock on doors," he exhorted. He set forth a seven-point plan of action that will assure more sales:

1) Everybody has to be on the selling team, including all dealers.

2) Keep up those morning sales meetings.

3) Never let a salesman leave in the morning before making five phone calls.

4) Send out five pieces of natural gas literature every day.

5) Make at least five personal calls on persons you've never seen before.

6) Keep at least seven appliances on the floor to demonstrate.

7) Give good service and sell quality; don't sell price.

Portland Gas & Coke began its \$3,500,000 conversion effort August 6 in the Willamette valley south of the metropolitan area. With more than 9,000 customers this is believed the largest block that has ever been converted by a two-step procedure, stepping up manufactured gas in two stages to the Btu equivalent of natural gas. This also is believed to be the only two-step conversion using butane.

Sectionalized conversion work was to be started in downtown Portland about August 29, using "step-two" gas of about 1,100 Btu in lieu of natural. Only a simple final adjustment will be needed when natural gas is turned in.

A crew of 400 men has been assembled by Conversions & Surveys, Inc., for the job, which involves 80,000 customers and will be completed in mid-December.

Hits Jackpot

• Mrs. Gertrude Berrian of Hyde Park, N. Y., hit the jackpot on the "Strike It Rich" TV program when she received a Magic Chef Family Fare range as a special gift from the manufacturer. She had stated on the program that she "had wanted a new range more than anything else for the past 38 years."

General Management Section group holds Chicago meeting

THE MANAGING COMMITTEE of the A.G.A. General Management Section met July 12 in Chicago to discuss subjects of importance to the industry and the Section. This

committee supervises the activities of eight committees which deal with accident prevention, comparison of competitive services, insurance, corporate secretaries, personnel, rates,

economics, and purchasing and stores.

Discussion was held on the reorganization and redesignation of the Committee on Economics which will be presented to the A.G.A. board of directors for approval at its October meeting. This action was taken in response to a directive by the board of directors, assigning to the Section responsibility for advisory and informational activity on all phases of industry finance and investor relations.

Work was also started on studying and making recommendations on the problem of attracting trained personnel to the gas industry. The Managing Committee assigned primary responsibility for the study and recommendations to the Personnel Committee. The Managing Committee will work closely with the Personnel Committee and other A.G.A. groups on carrying out this study, and will discuss the recommendations at its next meeting in November.

The committee also discussed future plans, including participation in the annual A.G.A. convention, and the General Management Section Conference for 1957.

Peoples Gas Light and Coke Company's new film, "More People Than Ever," was shown at the end of the meeting.



General Management Section's Managing Committee under John H. Carson, chairman, met in Chicago to discuss reorganization of Economics Committee, ways to attract trained men to gas industry

Bendix gives price parity on gas, electric dryers, duo units

FOR THE FIRST time, a major manufacturer of gas clothes dryers and combination washer-dryer units will place its gas units on an equal price footing with its line of electric models. This step, long sought by gas utilities, was announced by C. G. Gifford, president of Crosley and Bendix Home Appliances Divisions of Avco Manufacturing Corp., in a letter to American Gas Association.

The price change becomes effective with the introduction of the 1957 line of Bendix

dryers and washer-dryers.

The action by Bendix is seen as a major advance in the gas industry's campaign to obtain a larger share of the clothes drying load. Price differentials between electric and gas models have been a factor in the situation that finds gas clothes dryers capturing only about 25 per cent of sales nationally despite the distinct advantages in the utilization of gas as a fuel in this appliance.

In his letter to A.G.A., Mr. Gifford said

that he anticipates "aggressive support from all gas utilities and their dealers. Only with industry-wide support can we effect the large production increases we must have to eliminate this cost difference, and to maintain equal pricing."

Commenting on the letter, C. S. Stackpole, A. G. A. managing director, said "This significant development now gives gas dryers and combination washer-gas dryers all the advantages over competition."

Publish research study on combustion in small-diameter tubes

a PAR activity

SUCCESSFUL experiments have been performed in which gas flames were elongated over a distance of several feet inside straight tubes of half-inch and one-inch outside diameters. These experiments were conducted at the American Gas Association Laboratories and are reported in recently published Research Report No. 1255 *Study of Combustion and Heat Transfer Fundamentals in Small-Diameter Tubes*. The project, designated as IA-8, was sponsored as a PAR Plan activity by the American Gas Association's Committee on Industrial and Commercial Gas Research.

The combustion of fuel gas in tubular refinery heating elements has long been employed in industrial applications where concentrated, high-temperature radiant energy is required. Some industrial processes and most commercial and domestic gas applications, however, cannot tolerate such concentrated

high temperature heat. Instead, evenly applied medium and low temperature radiation—often distributed over comparatively large areas—might be desirable for such applications.

To study the possibilities of employing gas fuel as a means to provide medium and low temperature radiation with a minimum of equipment in compact spaces, the combustion of gas in steel tubes of one-inch outside diameter or less was explored. Studies were conducted with round one-quarter, one-half, and one-inch outside diameter tubes, fired with atmospheric burners and assisted by eduction of flue products from the tube ends. Limited investigations on tubes having single 45 and 360 degree bends were also performed.

During the course of the study suitable gas burners were developed for applying heat input rates as high as 60,700 and 72,000 Btu per hour per square inch of tube internal cross section area with the tubes immersed in still

air and running water, respectively.

The major aim of this research was achieved in finding that combustion of gases could be successfully stretched out through tubes smaller than any previously used. The data resulting from this exploratory investigation have also been analyzed to obtain correlation from the standpoint of the heat transfer from the tube. This correlative material is of value in serving as a check on the validity of the data.

It should also assist the design engineer in visualizing possible applications of this method of heating.

Research Report No. 1255, *Study of Combustion and Heat Transfer Fundamentals in Small-Diameter Tubes* was written by Forrest G. Hammaker Jr. and Thomas E. Hampel of the Laboratories research staff. Copies may be obtained for \$1.00 each from the A. G. A. Laboratories, 1032 East 62nd St., Cleveland 3, Ohio.

*Facts gathered by Lone Star at Abilene
guide sales and merchandising throughout Texas system*

On file—two years of "Action"

Two file cabinets stand conspicuously in an office of the Dallas headquarters of Lone Star Gas Company. Contained in the files is information—valuable information.

Original cost of the data in these files is placed at \$22,000. The final total value may never be calculated. But to Lone Star, the files are considered worth their weight in gold.

The cabinets contain information gathered during the two years Abilene, Texas, served as an "Action Demonstration City." The West Texas city was one of ten selected by utilities across the country to serve as a demonstration project for the Gas Industry Development Program.

Ultimately, some of the profits derived by Lone Star from the project are expected to spill over to the entire gas industry. Results obtained from the Action Demonstration City program were both tangible and intangible.

Briefly, here is what the eight file drawers of information told Lone Star:

1. The company now knows a lot of things about its business where before it was guessing.
2. The company can now plan more by fact and less by hunch.
3. The company now knows its marketing situation.

What Lone Star did not find was a magic formula for promoting its business. Being able to follow facts rather than hunches when planning thus proved to be one of the most valuable results of the two years of tests.

Some of the projects tried at Abilene

were highly successful, some were complete failures. Lone Star knows why some projects were successful and equally important, why others were failures.

Abilene was selected as an Action Demonstration City for three basic reasons.

First, from a competitive standpoint, Abilene was the toughest spot on the Lone Star operating system. Second, Abilene had approximately 16,000 gas meters and was small enough to make a controlled marketing study practical. Third, the city had a well balanced economy, healthy and growing but not booming.

Lone Star's proposed plans for action in Abilene were reviewed in detail by top management. Senior Vice-president Chester L. May personally accepted the responsibility of directing the project and immediately established an operating committee directly responsible for conducting the project. All departments and divisions of the company were advised of the importance of the work. Assistance to the operating committee by departments and divisions was directed.

In the file cabinets, the first folders leaned loosely against the adjustable stop. But more data and more folders came as the operating committee began work carrying out three specific assignments before the test city project was launched January 1, 1954.

Engaging a competent market research firm to conduct a complete market survey and study of Abilene was the first committee assignment. Second,

the committee was to set to work preparing a written operating manual covering every phase of the operation and the company's policies relating to manufacturers, dealers, customers and Lone Star employees.

It developed nothing was basically wrong with the company's existing policies. But, in each instance, weaknesses or failures could be traced directly back to inadequate training, poor supervision or both. The operating committee reduced existing policies to writing so that every Abilene district employee would have a clear and precise understanding of what was expected of him. A training program that would enable the employee to carry out his duties in a prideful and efficient manner was developed and activated.

Step three involved assigning adequate personnel to Abilene for the project's operation.

Final draft of the project's broad objectives consisted of six points. Number one, of course, called for the application of the 15 basic points of the Gas Industry Development Program to the Abilene activities.

Other points included ascertaining the full potential market in Abilene for all residential gas appliances; to make careful, complete and constructive plans for selling a given percentage of the potential in a 12 and 24-month period; provide manufacturers, distributors and dealers the assistance needed to carry out their sales activities; conduct the entire operation in such a manner that the results could be

measured accurately and analyzed by acceptable marketing research practices.

As a sixth objective, Lone Star sought to approach the entire project on the basis that would not attempt to develop a "bally-hoo" promotion to impress the gas industry. Every dollar invested in the project had to be in line with sound business practices.

Set two yardsticks

With the objectives written, two yardsticks were set to measure the success of the project's promotional phases:

1. The sale of high quality gas appliances must be in such volume it would serve to protect and expand Lone Star's residential gas market.

2. Sale of these appliances to be profitable operations for the manufacturer, distributor, retail dealer and Lone Star.

The first market survey showed Lone Star where the company needed to act in Abilene. Work began in the Action Demonstration City. When the action indicated good results, Lone Star parlayed the move across its system.

As an example, women in sales work proved an early success as a part of the Abilene test. Lone Star began adding

additional women to various district sales staffs over its system.

After a year's testing, the company noted marked improvements in customer servicing practices and dealer relations. Sales and employee enthusiasm increased. Dealer promotions of top quality gas appliances gained.

Lone Star asked district managers and other interested personnel to submit ideas and recommendations for a practical field test at Abilene.

At the close of the two-year period, evaluations indicated many project results were difficult to reduce to a few words. For instance, through better supervision and training, Lone Star has a well-informed and happy organization. The company materially improved its dealer relations and greatly up-graded the quality of appliances sold by dealers.

Improvements in company sales were brought about without additional personnel or major policy changes. Better planning, better training, better supervision and better appliances were the keys. Action at Abilene, as a result of the tests, included increased supervisor training program, a new sales training program and a much stronger service training program.

The Abilene studies also activated a

number of changes for the entire Lone Star system. A complete reorganization of the sales and promotion structure came about. Lone Star created a director of sales and promotion, a general sales coordinator, set up three general sales managers and added a new marketing research section. Service policies for the entire company became uniform.

Hire ad agency

New and better Lone Star advertising and promotion approaches are now in use. One of the country's top advertising agencies is in the company's employ. The company's public information program has been expanded and activity increased. New personnel have been added.

An architect-builder assistance department has been established and Lone Star has increased its sales and promotion expenditures by almost a half-million dollars.

However, the two file cabinets full of information, the organizational changes and the increased sales and promotion expenditures are not considered nearly so important as the fact that Lone Star knows why and what the company expects to gain from each.

Convention program

(Continued from page 5)

plexity of our industrial society and the need for adopting a research approach to management problems.

John H. Carson, The East Ohio Gas Co., will preside at the meeting and will introduce chairmen of the committees comprising the General Management Section. The election of officers for the coming year will be held Tuesday afternoon.

The Rate Committee will hold an open meeting at 2:30 p.m. Monday in the Brady Room at the Shelburne and the Corporate Secretaries Committee will meet at 2:30 p.m. Tuesday in the Mirror Room of the Shelburne.

An outstanding feature of the convention will be the "Pattern for Progress" luncheon and meeting at 12:30 p.m. Wednesday in the American Room of the Traymore. This special luncheon meeting will be devoted exclusively to an interesting, informative and dramatic presentation of the progress and development of gas year-round air conditioning. Leon Ourssoff, Washington Gas Light Co., chairman of the A. G. A. Task Group for Air Conditioning, will preside.

An informed, though impartial, observer's opinion will be presented to the meeting by George T. Taubeneck, editor and publisher of *Air Conditioning and Refrigeration News*, an outstanding trade publication in this field. Mr. Taubeneck will discuss, "Progress and Promise of the Air Conditioning

Industry." Karl B. Nagler, vice-president, The Peoples Gas Light & Coke Company, who has been active in guiding A. G. A.'s research program on air conditioning, will bring delegates up-to-date on that phase of the industry's intensified program. Dean H. Mitchell, president of A. G. A., will bring members an industry-wide report on our pattern for progress in this important gas service.

An interesting and enjoyable program of entertainment has been arranged by the Convention Entertainment Committee, under Hugh L. Wathen, South Jersey Gas Company. On Monday night delegates and guests are invited to the President's Reception at the Auditorium Ball Room. Entertainment and dancing will follow the reception. At 1:00 p.m. Tuesday there will be a style show and luncheon for the ladies at the Renaissance Room of the Ambassador Hotel. The style show will be staged by one of the nation's leading designers and fashion leaders. On Tuesday evening at the Auditorium Ball Room, the committee will present an outstanding program of top variety entertainment acts.

All who have not done so already are urged to make reservations at once through the A. G. A. Housing Bureau, 16 Central Pier, Atlantic City, N. J. Registration can be made on Sunday afternoon and during other days at the Auditorium and at the Traymore and Haddon Hall Hotels. The fee is \$20 per person, with no charge for ladies who are not member company employees.

Facts and Figures

(Continued from page 18)

during June of the current year. Shipments of 161,300 gas dryers during the first six months of 1956 were 18.8 per cent above the shipments made during the same cumulative period in 1955. Electric dryer shipments increased 12.4 per cent to a total of 445,200 during the same cumulative period.

Gas appliance data relate to manufacturers' shipments by the entire industry compiled by the Gas Appliance Manufacturers Association. Industry-wide electric appliance statistics are based on data compiled by the National Electric Manufacturers Association and are re-printed

by GAMA in its releases. Data relating to oil-fired burner installations are compiled by *Fuel Oil and Oil Heat*. Data on both gas and electric dryer shipments are released regularly by the American Home Laundry Manufacturers Association.

Total sales of the gas utility and pipeline industry to ultimate consumers during May 1956 aggregated 5,743 million therms, up 18.6 per cent over sales of 4,841 million therms during the same month a year ago. This large increase in sales for the month of May was due primarily to the unseasonably cold weather during the latter part of April and during May. Househeating demand which normally declines in importance

during this period was naturally affected by the colder weather and has been reflected in the total sales of the gas industry. Industrial sales were up 6.9 per cent during the current period when compared to the same month a year ago. Industrial production as measured by the Federal Reserve Board index was 142 (1947-1949 = 100), up 2.9 per cent over last year. The Association's May index of gas utility and pipeline sales is 223.3 (1947-1949 = 100).

During the 12 months ending May 31, 1956, total utility and pipeline gas sales totaled 71.0 billion therms as compared to the 64.9 billion therms sold in the 12-month period ending May 31, 1955. This is a 9.5 per cent increase.

Trustees' Garden

(Continued from page 12)

One of the nice things about Trustees' Garden Village is that it is not just a local inspiration. In 1953, de Lesseps S. Morrison, mayor of New Orleans, wrote to Mary and Hansell Hillyer, following a visit to Savannah:

"My selfish interest in seeing your Trustees' Garden Village lay in the fact that this is the type of project I would like to see pushed here in New Orleans. I am hopeful you may be able to visit New Orleans and tell the story of the Trustees' Garden restoration to a few friendly groups who I feel sure would

be just as fascinated as I have been.

"I was amazed not only at what you have recaptured of old world look and the historical values of a 'sister city,' but also that in the doing, you have made each building both functional and charming."

The mayor of Savannah, W. Lee Mingledorff, Jr., recently had this to say about Trustees' Garden Village:

"Perhaps the most significant feature of Trustees' Garden is the fact that it was sponsored by a private company. The restoration of private property, particularly on the scale of Trustees' Garden, is always a major contribution to a community. We in Savannah wholeheartedly en-

dorse the civic spirit which this remarkable project embodies."

Savannah Gas, meanwhile, in addition to realizing a healthy return on its investment, is enjoying the highest type of public relations a company can achieve. The people of Savannah, understandably steeped in the rich traditions of the South, are proud of Trustees' Garden Village, paying the highest compliments to the Hillyers and Savannah Gas.

Trustees' Garden Village and all that it represents will remain a lasting tribute to a gallant woman, Mary Hillyer, and to her equally gallant husband, Hansell, who had the good sense not "to underestimate the power of a woman."

Credit training

(Continued from page 24)

through some of the following approaches: 1. Emphasize problem—difficulty of getting competent people, turnover, etc. 2. If possible use the idea of a general training program which can be adapted to individual departments rather than one specific department program.

Emphasize the productiveness of the credit department, particularly in the sense that appliance sales may be increased plus the reduction of losses.

The personnel of his department is one of the greatest responsibilities of the credit manager, and thus he must be ever conscious of personnel needs and ways he can meet them. It is the

credit manager's job to maintain an atmosphere of freedom in his department so that continual training—particularly on-the-job training and self-development—may flourish. The credit manager is in a position to instill a desire for training by example and encouragement.

The credit department should be responsible for the administration of a training program, but not necessarily handle all the mechanics. The actual mechanics of coordination should be in the hands of specially qualified people outside the department. Those in the credit department, however, who know best their own needs must play the major part in the maintenance of a program.

Professional assistance is most valu-

able for preparing those who will be doing the training, rather than doing the whole job.

The reasons for this are: 1. It places the responsibility for training upon the company itself. 2. The trainer should be the one with the best knowledge of company policies and objectives. 3. The company trainer is more readily accepted in the district or divisions. 4. The trainer is instructed in the use of "training tools" and is prepared to pass them along the line.

Appropriate methods of training depend upon the level of achievement and the background of the trainee. There should be a balance of theory and practical application. The ideal is an understanding of theory plus the ability to apply it. (Turn to next page.)

For the purpose of this article, the various levels of personnel in the credit department for suggested training methods will be considered. For middle management and above, general executive development programs versus specialized programs (such as Graduate School of Credit and Financial Management) can be considered. There is overlapping as specialized programs include general material. Those trained in general schools are more apt to leave the credit department, but this may improve attitude of some toward credit. Remember to consider the time element: length of program, and the way it is arranged (intensive, spread over several years, etc.), and the expectations with regard to promotion of individual to be trained.

On-the-job training is for lower levels and usually informal, although it need not be. It is beneficial to have the procedure for on-the-job training made explicit. Before such training starts, however, there should be orientation sessions. A manual is useful for this purpose—states policies, mechanics, procedure, but it can't teach judgment.

At some point the individual must take the initiative and continue training himself. But guidance will help him get started in the right direction, and will save wasted time and effort.

There are some executives who prefer to have on-the-job training come first, then inject formal academic training. The objectives of the "outside" training program are: 1. To instruct in general management so knowledge can be applied to company situations. 2. To provide the individual with opportunities to develop himself. 3. To fulfill an obligation to the credit field in its endeavor to progress.

Returning to consideration of the needs of the senior credit man and middle management group, the suggested areas to be included in a development program are as follows:

1. Human relations—intra-company and with customers.
2. Legal aspects of credit and col-

lection (including Public Utility Commission rules).

3. Communications, including public speaking, report and letter writing, conference techniques.

4. Economics, with particular emphasis on the area supplied by the utility, including residential, commercial, and industrial areas, income level, racial groupings, renters, owners, etc.

5. Sales techniques.

6. Credit processes.

7. Financial management, including statement analysis, money markets, sources and uses of money.

The degree of importance given to on-the-job training varies within companies, but generally it is believed to be one of the most immediately valuable forms of training and often the one most acceptable by top management. The technical aspects of on-the-job training is most worthwhile on the lower levels, but on-the-job training travels right on up the line, right to the top, where it takes the form of learning-by-doing as self-development continues.

It is believed this type of training should follow a definite program outlined by the needs of the specific organization. Some sort of limits have to be set on time and procedure to keep on-the-job training from getting out of hand, and a definite plan must be prepared for the benefit of the supervisor so he may know how and when to proceed.

On-the-job training is not necessarily restricted to the credit and collection departments, but should extend to those departments associated with credit and collection work, such as meter reading, customer relations, customer accounting, sales, distribution and service, treasury, etc. Again, time permitted for such training is related to the extent of actual association of the department, the availability of those to supervise the training and other factors.

If credit department training is to be used in other training programs in the company, there are advantages in working with the company training depart-

ment. The general training department is usually quite cooperative and glad to help. It has technical skills and knowledge of other training programs in the company, and can do a better job of scheduling. It can provide an unprejudiced and objective evaluation of the credit training program.

The final stage of the training program, and one that should be the concern of the credit manager, is the evaluation of the program which examines the effectiveness of the program and progress of individuals. Evaluation may be done by rating, i.e., asking trainees and trainers to rate the program periodically. Observation of the enthusiasm of the participants, their interest and desire for higher goals, are all worthwhile "bench marks."

In addition to the credit training program, a planned series of regular meetings with all credit and collection employees pays big dividends. Open forum type of meetings where complete freedom of speech prevails keeps information going both ways. Encouraging the employees to participate in all community affairs will also contribute to the continuous training program.

In conclusion let me emphasize again the importance of consumer credit and its importance in the welfare of everyone.

There is no panacea for the problems with which the credit manager is faced every day. However, with proper and continuous training of credit personnel and the selection of those employees who can exercise good sound judgment, these problems can be reduced in number and severity.

With a gross national product of nearly \$400 billion, credit totals must be high because credits are a major factor in expanding production and distribution. Those of us whose responsibility it is to administer credit need have little worry about credit loss if our people are given, through training, a good foundation to enable them to exercise sound judgment.

North Shore Gas Company sponsors tent at county fair

THE FAIR GROUNDS at the four-day annual fair of Lake County, Ill., sported an "All-Gas Tent," 50 by 110 feet, sponsored by the North Shore Gas Company of Waukegan.

Several thousand people visited the tent, and had an opportunity to see exhibits by gas

appliance manufacturers, LP-Gas companies, and North Shore Gas Company. Mrs. Illinois participated in some of the activities.

North Shore exhibited two display booths. One of these booths featured a comparison between two kitchens—an old-fashioned

kitchen of 1900 vintage, and a modern kitchen with the latest St. Charles built-in equipment.

Manufacturers exhibiting were Caloric, Cribben & Sexton, Lovekin Water Heater, O'Keefe and Merritt, A. O. Smith, Geo. D. Roper, Servel, and John Wood.

Industry news

Publish 1956 'Feature-Finder'

THE 1956 *Gas Range Feature-Finder* has just been issued by the Utilization Bureau of the American Gas Association. Earlier editions entitled *Special Features of Current Gas Ranges* and *Where To Get Them* have proved to be extremely useful to the gas industry, as well as to editors, appliance dealers, builders, architects, and cabinet manufacturers.

The 1956 edition has been expanded and now includes a separate chart giving dimensional data for built-in and stack-on ranges in addition to the information on the features

available on the 1956 models of free-standing ranges.

Special features of A.G.A. approved ranges produced by 36 manufacturers are listed. Some special features catalogued are type, size, color, and out of the ordinary top burner, broiler, and oven sections. Full names and addresses of the manufacturers are listed on the back page of the *Feature-Finder*.

Copies of the edition are available from A.G.A. at 10 cents each for one to 99 copies, eight cents each for 100 or more.

Gas industry men hear top speakers at 49th CGA convention

GAS INDUSTRY MEN from across Canada met June 26-29 in Murray Bay, Quebec, to hear top speakers address the 49th annual convention of the Canadian Gas Association.

F. R. Palin, Union Gas Company of Canada, Ltd., was elected CGA president for the coming year. Other new officers are H. C. Darroch, Moffats Ltd., first vice-president; and Dr. H. L. Purdy, British Columbia Electric Co., second vice-president.

Mr. Palin delivered the presidential address in the absence of the outgoing president, P. W. Geldard. Mr. Palin warned that the gas industry could not enjoy its deserved and potential success unless every segment of the industry from the producer to the distributor realized its responsibility in rendering a service to the Canadian public. In many cases, he continued, it would be necessary to have aggressive promotional and sales campaigns to sell the service in sufficient quantities to justify construction of the required transportation and distribution facilities.

Mr. Palin revealed that "plans are being developed on a large scale for the distribution of natural gas in Manitoba and Quebec." He added that there would also be an extension of the service areas in Ontario as soon as adequate natural gas supplies become available

on an assured basis.

W. H. Dalton, general manager of CGA, announced that the association had been requested by British Columbia and Ontario to initiate a gas appliance approvals program with the help of the Canadian Standards Association. The plan would be similar to that followed by the A.G.A. Laboratories. Test laboratory facilities would be arranged by the CGA with the Ontario Research Foundation and British Columbia Research Foundation, while a third testing site would likely be operated in Alberta, Saskatchewan, or Manitoba.

"This is a tremendous step forward in the history of the gas industry and will be a boon to gas appliance manufacturers across the country," Mr. Dalton said. At present there are no uniform gas approval standards in effect in Canada.

President Dean H. Mitchell, A.G.A., predicted a new era for Canada through the development and use of its natural gas resources. "Ours is perhaps the only large basic industry that has quadrupled its gross in less than two decades," he stated. Mr. Mitchell went on to discuss the importance of gas air conditioning, and spoke of what the PAR Plan is doing to promote gas. He stated that

one of the major aims of A.G.A. was to try to weld the industry into a harmonious, understanding, cooperative unit.

H. Leigh Whitelaw, executive vice-president of GAMA, addressed the meeting with a forecast that "The Canadian natural gas industry not only will meet more than 20 per cent of the Dominion's fuel requirements in the next 10 years, but also find American markets, particularly in the Northwest, Middle West, and Great Lakes area, and help the continent as a whole to expand its fuel reserves."

Davis M. DeBard, vice-president, Stone & Webster Service Corp., spoke on "Tripod to Success," saying the key to success of the Canadian gas industry lies in the hands of three agencies—the gas utility company, the gas appliance manufacturer, and the appliance dealer. Mr. DeBard cited A.G.A. for its Action Demonstration Program, its "Pattern for Profit" plan, and its role in furthering the gas industry.

The importance of market research as a guidepost for the gas industry's continued efficiency and prosperity was stressed by Gordon C. Griswold, assistant vice-president, The Brooklyn Union Gas Company. He outlined a step-by-step program for facilitating the conversion by gas companies to natural gas.



President-elect F. R. Palin addresses delegates during 49th Canadian Gas Association convention



U. S. gas industry leaders at CGA meeting are (l. to r.): A. G. A. President Dean H. Mitchell; G. C. Griswold, Brooklyn Union; GAMA President W. F. Rockwell Jr.; Davis M. DeBard, Stone & Webster

Gas water heating in swimming pools creates summer load



The swimming season for the users of the country's 80,000 pools is greatly lengthened by gas water heating installations such as the A. O. Smith Burkey commercial water heater shown above

GAS WATER HEATING systems are enticing more and more families, motels, and resorts to take advantage of the pleasure and profit of private swimming pools—and are creating a new summer load for the nation's gas utilities.

For example, pool water at Eastover, famous Berkshire Mountains resort described in an article in the June 30 issue of *Saturday Evening Post*, is heated by gas supplied by The Berkshire Gas Co., Pittsfield, Massachusetts.

A commercial water heater that maintains desired pool temperatures can widen normal use of the pool to spring and fall months and make possible moonlight swimming parties and early morning dips. A heating unit raises pool temperatures from the too-cool 50 to 60 degrees of most city and well supply systems to the 70 and 80 degrees most people need to enjoy swimming.

The number of permanent swimming pool installations 15 by 30 feet or larger has quadrupled in the last five years, according to engineers of the Permaglas division of A. O. Smith Corp., manufacturers of the Burkey commercial water heater. They estimate that 75 per cent of the 30,000 swimming pools that will be built in 1956 will have heating systems.

The 30,000 pools being built this year and the 56,000 already installed in the United States as of Jan. 1, 1956, will total 86,000 pools by the first of next year. Should this phenomenal rate of growth continue for another five years, there would be 344,000 swimming pools in the United States with 258,000 of them having heating systems.

Swimming pool heating systems are likely to be slighted by sales management who do not realize the potential. A pool heating sys-

tem is said to yield higher profits than a commercial cooking installation—and will provide those profits in the slack season.

Motel and resort owners who depend on pools to attract and increase business have found this lengthened season highly profitable. Private owners have found pleasure return doubled with only additional expenditure of approximately 20 per cent of the pool investment.

A. O. Smith claims its compact instantaneous-type Burkey heater is particularly adaptable to this type of installation. Copper, brass, and bronze waterways give life-time service, practically eliminate maintenance, and guard against water discoloration. Installation is simple; no special footings or high-priced supports are required.

Further customer economy is provided by choosing the correct unit, Burkey engineers say. Units are available in 110,000, 195,000 and 420,000 Btu capacities. Flexibility of heating capacity means that a heater can be selected that will raise the pool temperature the desired amount without waste heat.

Heating systems are designed to raise water temperatures the desired amount in a 24-hour period. Heat losses average about 16 per cent to ground and air and constitute a four-hour heat loss in a 24-hour period. To raise pool temperatures in a 24-hour period, heater size should be computed on a 20-hour basis.

The pool water is filtered as usual. The filter pump forces part of the water from the filter, through the heater. The gas valve of the heater is wired in parallel with the filter pump, and no heating occurs unless the filter pump is running.

Once the water mass has been heated the desired amount, the unit operates only to replace ground and air heat losses. In some cases the temperature of the pool water is controlled by a thermostat placed in the water line leading to the heater. In the residential pool, the heating is usually manually-controlled and warm water is directed into the pool until the desired temperature is obtained.

PCGA to nominate Arden, Gueffroy, McGann at convention

THE PACIFIC COAST Gas Association has revealed that its General Nominating Committee will make the following nominations at the annual meeting on Sept. 11.

For president: T. T. Arden, executive vice-president, Robertshaw-Fulton Controls Co.; for vice-president, C. H. Gueffroy, president, Portland Gas and Coke Co.; for treasurer, Harry McGann, auditor of division accounts, Pacific Gas and Electric Company.

For directors: P. E. Beckman, vice-president, Pacific Gas and Electric Co.; P. H. Hammond, vice-president, Holly Manufacturing Co.; H. G. Laub, president, Nevada Southern Gas Co.; and C. M. Sturkey, executive vice-president, Washington Natural Gas Company.

The Nominating Committee is composed of W. C. Mainwaring, British Columbia Electric Co., chairman; L. Harold Anderson, Pacific Gas and Electric Co.; Eric Barnett, Columbia-

Geneva Steel Div., U. S. Steel Corp.; G. W. Cheney, Heating Equipment Manufacturing Co.; and W. M. Jacobs, Southern California Gas Company.

The Manufacturers Section Nominating Committee will make the following nominations. For general chairman, P. H. Hammond, vice-president, Holly Manufacturing Co.; for general vice-chairman, J. C. Mueller, laboratory supervisor, Carrier Corporation.

Superior Meter's new Punxsutawney plant makes first shipment

THE NEW \$300,000 Superior Meter Company plant at Punxsutawney, Pa., is now in production, reports Wentworth Smith, president.

Current output consists of 2-B gas meters, known as the two-light meters, which measure 80 cubic feet per hour.

The Punxsutawney plant of Superior Meter, whose main factory is located in the Bush Terminal in Brooklyn, N. Y., was dedicated Feb. 2. The first shipment of me-

ters from the new plant was shipped to The Brooklyn Union Gas Company.

While the Brooklyn plant makes the standard five-light meter for domestic installation and larger models for house-heating, commercial and industrial use, the Punxsutawney operations are at present devoted to the smaller size generally used in apartment buildings.

Machinery and equipment at the Punxsutawney plant is the most modern available

and provides for straight line flow of assembly operations. The standard tinned steel meters are painted with a recently developed aluminum or grey paint which takes only 12 minutes to dry.

Superior is a subsidiary of Neptune Meter Co., which acquired the 44-year-old Brooklyn firm in July 1955. The building for the Punxsutawney plant was provided by the Punxsutawney Industrial Development Corporation.

Manufacturers announce new products and promotions

PRODUCTS

● Payne division of Carrier Corporation is now marketing an all-new Panelair vented recessed heater, an improvement on the older Panelair unit which has been redesigned to allow installation between normal wall studding. It is particularly useful in homes where the convenience of forced air heating systems is desired without the necessary expense of ductwork and remodeling. The unit is A.G.A.-approved for use with natural, manufactured, and mixed gases at 65,000 Btu per hour, propane at 63,000 Btu, and butane at 54,000 Btu. In addition to the normal front discharge the unit has two optional grille locations—one at the side and one at the rear—enabling it to heat three separate rooms simultaneously.

● The Coleman Company has a new Standard line of economy priced gas-fired water heaters, available in 20-, 30-, and 40-gallon sizes in both galvanized and corrosion-proof Vit-Rock lined tanks. In addition, the company has restyled and improved its Master Vit-Rock water heater line, giving it a new, raised, drilled-port burner which provides an increased recovery rate. Both Standard and Master Vit-Rock models will heat at least 23 gallons of water through a 100-degree temperature rise in one hour.

● The Chattanooga Royal Company announces two new styles of vented gas circulators in two series. The 4800 series is the console type without radiants, the 4900 series offers clay radiants and pyrex panel glass front. They come in eight different styles, eight different models, and with inputs ranging from 40,000 to 75,000 Btu. Special features include: snap-in blower with directional louvers, manifold control assembly packaged separately to eliminate stocking problems, a choice of right-hand or left-hand completely automatic controls, large access door on either side of heater cabinet, and draft diverter built inside the cabinet.

● Magic Chef is going into production on three new models of the combination kitchen gas range and heater. All models will be 36 inches wide. Each will include a heat exchanger of 35,000 Btu gas input capacity, or 30,000 Btu for manufactured gas. All will have automatic lighting of the heater burner with a safety cut-off on the pilot light.

● A new line of deluxe gas ranges, designated as the One Series, is being manufactured by Caloric Appliance Corporation. The ranges are available in 30-inch and 36-inch models. Top burners are 12,000 Btu; automatic top

burner heat control is optional. Special features include removable porcelain enamel top-burner drip trays, porcelain enamel oven and broiler liners of seamless welded construction, and non-tilting chrome oven racks.

● Three new residential lines of automatic storage gas water heaters with solid aluminum alloy tanks are being marketed by Ruud Manufacturing Company. The Hispeed series, Laundrymaster series, and Superspeed series, are all designed for use with all types of gas. Models in the three series have the following input ratings. Hispeed—35,750 and 42,900 Btu; Laundrymaster—42,900, 50,000, and 60,000 Btu; and Superspeed—35,750, 47,500, and 60,000 Btu. All models may be equipped with the Ruud two-temperature fixture.

PROMOTIONS

● A two-color booklet telling what actual users say about Tem-Trol automatic top burner heat control has been published by the Geo. D. Roper Corporation. Material for the booklet was provided by answers to questionnaires that were sent to owners of Roper Tem-Trol ranges. The testimonial booklet is produced in two sizes—one for sales training and floor display use, the other for mailing and handing out to gas range prospects.

Pacific Gas & Electric Company department wins safety award

ONE MILLION manhours of work without a lost-time industrial accident have been completed by the Stockton division gas department employees of Pacific Gas and Electric Company. This safety achievement has earned them a special accident prevention award from

the company, and a safety merit award from the American Gas Association.

This long record of accident-free work began on January 22, 1953, and passed the million-hour mark January 22, 1956—1095 days without a mishap which caused a work-

man to leave his job.

The Stockton division gas department has averaged 182 employees at work each day throughout this long period of safe operation. D. A. Rothenbush, assistant division superintendent, is the department's safety chairman.

Guessing contest

ANSWERS ranging from \$24 to \$33,502,650 were received by The Gas Service Company when it asked its employees this question: "How much money has been invested to create each job in this company?" The employee guessing contest, sponsored by the company's monthly magazine, drew over 500 responses, and entries were received from all of the company's properties. Results indicate that few employees realize the tremendous investment that must be made to create a single job. The nearest correct answer was sent to the company by Charles W. Sanders, whose estimation was \$737 below the correct amount. His guess was \$195,700.78.

Offer courses

THE Electronic Computer Programming Institute is now offering a comprehensive series of courses designed to train personnel in electronic computer programming techniques. Courses vary from introductory to advanced, and from general techniques in programming to the use of specific machines—including the IBM 650, IBM 705, Univac magnetic drum and Univac electronic processing machines. For further information, write to the institute at 475 Fifth Avenue, New York 17.

Utility displays ultra-modern gas kitchen



On display at New Jersey Natural Gas Company's Asbury Park building is this ultra-modern model all-gas kitchen. Appliances and cabinets are pink, wallpaper and decorations charcoal. Brick charcoal barbecue at right uses a special type of permanent coal which glows and gives off flavor the same as conventional coal. The kitchen was officially opened with a radio broadcast. W. D. Williams, sales vice-president, issued an invitation urging the public to visit the kitchen

Home economists laud New Freedom Kitchens and Laundries



"Eastern Horizon," a St. Charles gas kitchen designed by "American Home," sports a Servel refrigerator, Roper range. Oriental motif is carried out in sky blue and spring violet color scheme



Among the gas appliance exhibits at the Washington armory were these by Roper and Magic Chef, both featuring the very latest in modern gas ranges, all with automatic top burner heat control



This A. G. A. exhibit welcomed AHEA members to find out about the unlimited opportunities for home economists in the gas industry. Many visitors expressed interest in home service as a career

a PAR activity

NINE HIGH-STYLE New Freedom Gas Kitchens

and Laundries, designed by *American Home*, *Better Homes and Gardens*, *Forecast*, *Living for Young Homemakers*, *Family Circle*, *Parents* and *McCall's*, won rave notices from the 6,000 home economists attending the American Home Economics Association convention at the Armory in Washington, D. C. the week of June 25.

An additional seven exhibits featured late model gas ranges and water heaters. Four of the "smartest magazine-designed kitchens and all of the gas appliance exhibits will be on display at the A.G.A. convention in Atlantic City.

The 16 gas exhibits outnumbered those of competitors. The New Freedom Kitchens and Laundries emphasized the use of the built-in appliances so much in demand today. Color and metallic finishes for ranges, refrigerators and dryers were used throughout, in combination with both wood and metal cabinets. The home economists, from every state in the Union, were enthusiastic about what they saw at the gas exhibits.

Mrs. Cleo Maletis, Mrs. America of 1957, who holds a master's degree in home economics, was a guest speaker at the convention and a frequent visitor to the gas exhibits.

The American Gas Association exhibit this year featured "Opportunities in the Gas Industry for Home Economists." Home service directors staffed the booth, which became the headquarters for the 100 home service directors attending the convention. Many teachers and students expressed interest in home service as a career and were given the A. G. A. folder, "Home Service—Opportunities Unlimited."

In this professional group whose principal membership is that of educators, five gas industry home service directors this year fitted into the business meetings of the national group.

Mrs. Helen Mandigo, The Gas Service Co., Kansas City, Mo., is national chairman of the Home Economics in Business department of AHEA. Another important group is the AHEA Unit of State Presidents. Ruth Kruger of Arizona Public Service Company started her term as president of this AHEA unit in her capacity as president of the Arizona Home Economics Association.

Other state presidents for 1957 are Flora Dowler of The Manufacturers Light & Heat Company as Pennsylvania president; Rosemary Locke of the Oklahoma Natural Gas Company as president of the Oklahoma association, and Geraldine Foley of the Blackstone Valley Gas and Electric Company as president in Rhode Island.

Utility home service directors were there from the following states: Arizona, District of Columbia, Illinois, Louisiana, Maryland, Michigan, Minnesota, Mississippi, Missouri, New Jersey, New York, North Carolina, Ohio, Oklahoma, Pennsylvania, Rhode Island, Virginia and Wisconsin. Jessie McQueen, A. G. A. home service counselor and Hope Deegan, A. G. A. promotion, were in charge of the A. G. A. exhibit.

A. G. A. announces new publications

ACCOUNTING

- **Proceedings—National Conference of Electric and Gas Utility Accountants** (for accountants). Sponsored by A.G.A. and EEI, and available from A.G.A. Accounting Section at \$7.50.

GENERAL

- **1955 A. G. A. Proceedings** (for gas industry members, libraries, public service commissions). Sponsored by and available from A. G. A. at \$3.50 for members, \$7 for non-members.

GENERAL MANAGEMENT

- **Materials Handling Item No. 38, Mercury Dispenser** (for purchasing agents, storekeepers). Sponsored by Purchasing and Stores Committee, and available from General Management Section free of charge.
- **Materials Handling Item No. 39, Cargo-tainers** (for purchasing agents, storekeepers). Sponsored by Purchasing and Stores Committee, and available from General Management Section free of charge.

LABORATORIES

- **Study of Combustion and Heat Transfer Fundamentals in Small Diameter Tubes** by Forrest G. Hammaker Jr. and Thomas E. Hampel (for gas utilities, equipment manufacturers). Sponsored by Committee on Industrial and Commercial Gas Research, and available at \$1 a copy from A. G. A. Laboratories or Headquarters.
- **Heat Application to Commercial Range Heavy-Duty Top Sections, Part II, Uniform Heat Top Ranges, Research Report No. 1257** by Richard A. Jacobson (for gas utilities, equipment manufacturers). Sponsored by A. G. A. Committee on Industrial and Commercial Gas Research, and available from Laboratories or Headquarters at \$1 a copy.

PROMOTION

- **Big 10 Range Booklet** (for sales departments). This booklet on completely automatic ranges was sponsored by and is available from the A. G. A. Promotion Bureau. Price is 2½ cents a copy.

PUBLIC INFORMATION

- **This Is Your Industry** (for public relations departments, gas company employees). This feature series sponsored by the Public Information Bureau is available from the Bureau free of charge.
- **You Are the Expert** (for public relations departments, gas company employees). Sponsored by and available from Public Information Bureau; free.
- **Intercom** (for gas industry public relations staffs). July and Mid-Eastern Workshop issues, sponsored by Public Relations Bureau, are available from the Bureau free.

- **Fotofile, Vol. II, No. 2** (for those interested in dramatic photographs of the gas industry). Sponsored by and available from Public Information Bureau; free.

RESEARCH

- **A Study of the Effect of Heating Rate by Gas on Metal Flow Characteristics or Plasticity and Die Wear** by C. A. Turner Jr., A. A. Furczyk, and C. H. Lekberg (for industrial departments of gas companies, metal fabricators). Available for \$1 from A. G. A.
- **Distribution of Air Within a Room for Year-Round Air Conditioning—Part I** by H. E. Straub, S. F. Gillman, and Seichi Konzo (for gas companies, air conditioning manufacturers). This University of Illinois Engineering Experiment Station Bulletin No. 435 is available from A. G. A. Headquarters at 75 cents a copy.
- **Flow of Natural Gas Through Experimental Pipe Lines and Transmission Lines** by R. V. Smith, J. S. Miller, and J. W. Ferguson (for transmission and distribution companies). This booklet, Bureau of Mines Monograph 9, is available from A. G. A. Headquarters at \$2.50.

STATISTICS

- **Gas Data Book** (for gas companies, financial houses). Sponsored by and available from Bureau of Statistics. Price is 50 cents for one copy, 25 cents for each additional copy.
- **Review of Employee Fatal Injuries in the Gas Utility and Pipeline Industry During 1955** (for gas company safety men). Sponsored by Accident Prevention Committee, and available free of charge from A. G. A.
- **Trends in Annual and Peak Day Heating Degree Days** (for rate men, economic analysts, general management). Sponsored by Subcommittee on Weather Characteristics and Subcommittee on Gas Industry Statistics, and available at 50 cents from the Bureau of Statistics.
- **MR Briefs No. 3** (for gas company marketing research and sales management personnel). Sponsored by Subcommittee on Marketing Research and available free of charge from Bureau of Statistics.
- **Report of Subcommittee on Main and Service Extensions, 1954 and 1955** (for gas company rate, management, sales, and economic analysis personnel). Available from A. G. A. for 50 cents a copy.
- **The Public Utility and Its Marketing Problems** (for gas company, marketing research, sales, and management personnel). These presented papers were sponsored by the AMA Committee on Public Utility Marketing in cooperation with A. G. A., and are available from the Bureau of Statistics at \$2.50.

Homemaker's delight



The lovely lass is demonstrating Western-Holly's new Kook-Center, the built-in space-saving unit ideal for modern kitchens. The range is recessed into a wall, and doors on either side swing around, making cupboard space easily accessible.

Issue Monograph 9

a PAR activity

THE American Gas Association announces the

publication of Bureau of Mines Monograph 9, *Flow of Natural Gas Through Experimental Pipelines and Transmission Lines* by R. V. Smith, J. S. Miller and J. W. Ferguson. This monograph presents the results of work done by the Division of Petroleum, Bureau of Mines, United States Department of the Interior, in cooperation with the Pipeline Research Committee of the American Gas Association under its Promotion, Advertising and Research Plan and with the State of Oklahoma.

The monograph includes the work conducted under this cooperative study on the flow of natural gas in horizontal pipes. It includes the results of experimental flow tests conducted at Cliffside, Texas, and Goleta, Calif., on two-, four-, six-, and eight-inch seamless pipe, eight-inch welded pipe and specially prepared three-inch superfinish stainless steel pipe. Reynolds numbers for the determinations of transmission factors ranged from a low of 49,900 in the two-inch seamless pipeline to a high of 36 million in the superfinished pipeline.

The present Monograph 9 is considered a re-examination of the problem of flow of natural gas in pipe, but no attempt was made to revise Bureau of Mines Monograph 6 (1935) *Flow of Natural Gas Through High-Pressure Transmission Lines*, by T. W. Johnson and W. B. Berwald. Monograph 9 will be of interest to engineers concerned with the design of gas pipelines or with the determination of pipeline flow efficiency.

The monograph was published by American Gas Association, and may be obtained from the order department for \$2.50 a copy.

Texas town vetoes city-owned utility, renews SU franchise

PRIVATE OWNERSHIP of local utility operations received a strong endorsement when the citizens of Monahans, a west Texas town of 8,000 population, turned down by a two-to-one vote the proposal for a city-owned natural gas distribution system.

The election, held March 3, proposed the issuance of \$500,000 in revenue bonds for construction of a municipally owned and operated natural gas distribution system to replace an existing system operated by Southern Union Gas Company.

Nine days after the citizens rejected the proposed half-million dollar bond issue, the community's city council voted unanimously to renew the gas company's 25-year franchise. The council's action became conclusive in July with publication of the franchise renewal for the final time.

Southern Union began delivering natural gas to Monahans in 1930 under a 25-year

franchise and has furnished uninterrupted service to the city since that time.

The recent election was the second attempt in less than six months to put the gas distribution system under municipal control. In the first election, held Sept. 24, 1955, the voters turned down the bond issue by a slim margin of 22 votes. At that time only 740 votes were cast. The second election brought out a record 1,021 voters. This time the tax-paying citizens trounced the proposed bonds by a vote of 690 to 331.

Prior to the second election a vigorous program of public information was instituted by the gas company and by various groups in Monahans who sought to acquaint the public with the facts underlying the bond issue.

A number of Monahans merchants used their newspaper and radio advertising to point out the adverse effects of municipal ownership. Local housewives volunteered to undertake a

telephone campaign to contact every voting citizen. In the early part of election week, these women called every telephone number in the Monahans directory. Their purpose was to explain the proposed bond issue from the viewpoint of the natural gas consumer. On election day the housewives called each number again.

Southern Union employees made a house-to-house distribution of a brochure which described the basic issues in the controversy. Radio and newspaper advertising was also employed by the gas company. Newspaper articles telling the disadvantages of municipal ownership from towns where utilities are municipally owned were displayed in merchants' windows and at the gas company's office.

C. H. Zachry, Southern Union's president, made two appearances at the local radio station and was on hand for several days prior to the election to talk with all voters who wanted to ask questions.

Draftsmen convene at SGA round-table conference in Dallas

TWENTY-THREE chief draftsmen from 19 Southern Gas Association member companies convened in a round-table conference in Dallas, Texas, on July 9. The meeting was held at The Statler Hilton Hotel. Chairman and sponsor was Frank E. Williams of the

Transcontinental Gas Pipe Line Corporation.

The four major categories of discussion were the drafting room, mapping, reproduction, and miscellaneous drafting problems.

Important phases of drafting were discussed in detail. Agenda topics of prime interest in-

cluded: organization of the drafting room; classification of draftsmen; methods of maintaining up-to-date drawings; utilization of aerial photography; responsibilities of squad leaders; and estimated drafting time per drawing.

17 gas measurement men participate in Foxboro Company forum

DISCUSSIONS that may well pave the way for new applications of instruments in the gas industry were held at The Foxboro Company training center in Foxboro, Mass., June 25-27. Attending the Executive Gas Forum, second of its kind to be conducted by Foxboro, were 17 of the industry's leading authorities on gas measurement.

Better measurement was the theme of the program, which covered a number of the more recent flow meter research and instrument developments, with Foxboro instrument engi-

neers presenting design and performance points for group discussion. Discussed in this manner were Foxboro's 13A d/p cell transmitter, 14A pneumatic flyball integrator, start-stop chart drive, Type 24M multiplying integrator, the new target meter and the magnetic flow meter. In connection with the magnetic flow meter, it was brought out that such an instrument will be supplied for the A.G.A. Pipeline Research Project NQ-15, "Orifice Metering of Pulsating Gas Flow," now being conducted at the Southwest Research Institute in

San Antonio.

Interest centered on the new gas density cell, previewed for the group in advance of its initial showing at the September ISA Exposition. The instrument produces a continuous measurement to which a factor is applied to obtain gas density in pounds per cubic foot, eliminating the need for separate measurements of temperature, static pressure, supercompressibility, etc.

A demonstration of the Type 14A pneumatic flyball integrator showed how this new instrument design avoids the "averaging errors" of "interruptor" types by application of centrifugal and force balance principles. Subsequent discussion explored the possibilities of using this direct-reading, linear device close-coupled to a differential pressure transmitter for those applications now limited to displacement type meters.

Another instrument discussed on the basis of potential gas industry use was the Foxboro calculator, designed for the Atomic Energy Commission, which receives a number of variables and computes them for a continuous and automatic measurement. Using the same basic structure, it is practical to feed into the instrument all factors affecting total flow and receive an instantaneous and accurate measurement of flow. It was brought out that such an approach would provide valuable information for a gas dispatching system.

Other subjects covered included telemetering and remote control, infra-red gas analysis, electric control and dew point measurement. The forum concluded with a tour of The Foxboro Company plant, where the instruments discussed at the forum were observed in successive stages of manufacture.



Shown are 17 gas measurement men and four Foxboro engineers who participated in the Executive Gas Forum, which dealt with the more recent flow meter research and instrument developments

Scranton-Spring Brook division opens building in Kingston

ATTRACTIVENESS and efficiency are smoothly combined in the new Kingston, Pa., building of The Gas Co., a division of Scranton-Spring Brook Water Service Company. The one-story building has an 80-foot frontage on Kingston's main thoroughfare, with large glass windows surrounding a modern display room for gas appliances.

The opening of the new building coincided with the date when Scranton-Spring Brook took over the Wyoming Valley area around Kingston which was formerly served by the Luzerne County gas division of The United Gas Improvement Company.

The building is equipped with a modern test kitchen for preparatory cooking by the company's "Polly Baker" girls, the utility's home service representatives. There is also a demonstration auditorium seating 400 people, where baking and cooking schools will be conducted. The entire building is air conditioned. Robert R. Evans, vice-president of Scranton-Spring Brook, was in charge of designing and building operations.



Gleaming gas appliances on sales floor of the new building opened by The Gas Company are visible from the main thoroughfare of Kingston, Pennsylvania. Night depository is beside the front door

Issue proceedings of utility conference sponsored by AMA

PRESENTATIONS delivered at the recent conference on Marketing Research and the Public Utility have been compiled into an 82-page proceedings, now available from the American Gas Association.

The conference was held recently in Chicago, under the sponsorship of the Committee on Public Utility Marketing of the American

Marketing Association, with the cooperation of A. G. A.

Chairman of the program was Dan Parson, director of A. G. A. Bureau of Statistics, and vice-chairman of the AMA Committee on Public Utility Marketing.

Subjects presented included: the long-term growth of population; a forecast of national

appliance sales; the use of short- and long-term forecasts as a sales tool for individual utilities; measuring consumer buying intentions, attitudes, and preferences; changing channels of distribution; motivation research; the use of research facts in guiding sales policy; and the value of marketing research to utility executives.

A.G.A. issues report on gas heating load characteristics

THE American Gas Association has just released its second report in a series of studies on customer load characteristics. The studies attempt to show the relationship between the quantities of gas used for heating, outside temperature, and hour of the day.

The current report shows results of studies conducted by three utility companies in co-

operation with the Bureau of Statistics of A. G. A. While the data shown in the report are applicable only to the utility companies conducting the study, the similarity of results obtained is generally useful to the industry as a whole. The methods employed and the type of problems investigated will interest utilities desiring to conduct similar research.

The first report in the current series, published in September 1955, is still available. Copies of the pages of an out-of-print report, *Studies of the Economics of Gas Househeating and Related Load Characteristics*, which also contained analyses of customer load characteristics, are also available from the Bureau of Statistics. Report No. 1 is \$1, No. 2 is \$1.50.

Southern Union gas slogan contest yields promotion ideas

SOUTHERN UNION Gas Company's recent gas slogan contest drew nearly 1,000 entries from employees all over the system. The contest stimulated employee enthusiasm, and equally important, produced many valuable ideas for the company's promotional activities.

The many clever slogans entered made it difficult for judges to select the 33 winners of

a total of \$1,190. The grand prize slogan, "Your Servant Seven Ways Seven Days a Week," won \$250 for Mrs. Jeanne P. Dabney of Albuquerque, northwestern division home service director.

Judges for the contest were Alta Ewalt Evans, advertising and publicity director; David J. Kerr, director of business develop-

ment, and Ethel O'N. Johnson, assistant secretary.

All 10 first prize district winners, together with the winning slogans, are listed in the August issue of the company's house organ. Included are: "Up-to-Date Convenience—Down-to-Earth Economy," and "Gas! Modern as Tomorrow, Dependable as Time."

Siegler diversifies

THE SIEGLER CORP., Chicago, Ill., and Long Beach, Calif., has entered into an agreement to acquire General Water Heater Corp., Burbank, Calif., producer of gas water heaters. General Water Heater had sales last year exceeding \$7 million. It employs 320 persons in its operation and those of its distribution affiliate, General Water Heater Co., and its subsidiaries, Superaire Corp., manufacturer of wall heaters and forced air furnaces, and Consolidated Machinery & Supply Co., producer and distributor of home and professional power tools.

Program progresses

NORTHWESTERN UTILITIES, Ltd., Edmonton, Alta., has announced that steady progress is being made in its \$5 million construction program. It is anticipated that 6,000 new consumers will be added to the system in 1956. Gas will be turned on some time this month for the communities of Josephburg, Bruderheim, Lamont, Chipman, Hilliard, and Mundare.

Installations of the distribution systems in Onoway and Sylvan Lake, and a transmission line from Red Deer to Sylvan Lake has been started.

Print Henfrey story

THE STORY of Benjamin Henfrey, who in 1801 completed an invention that produced light from "inflammable air" or coal gas, is well told in a recent issue of *Virginia Cavalcade*, the publication of the Virginia State Library. The five-page article entitled "A Lighthouse for the Streets of Richmond" was written by Elizabeth Dabney Coleman. The author relates how the man who was ridiculed for his "folly" and compared to the medieval alchemists is now considered to be one of the pioneers in the commercial and domestic use of gas.

Demand high for interruptible service in Pacific Northwest

NATURAL GAS for use on an interruptible basis has proven highly acceptable in the Pacific Northwest, according to reports from Washington Natural Gas Co., Seattle, and Portland (Ore.) Gas & Coke Company.

Fifty-six contracts with Washington Natural, with a total maximum daily demand of 636,400 therms per day and about \$17.5 million in gross revenue over a five-year period have been signed by industrial firms in the Puget Sound area. These interruptible sales

should amount to slightly over 160 million therms annually. The company found it was theoretically oversold after tabulating an avalanche of contracts which were received only hours before a July deadline, but additional contracts can be accommodated within the company's present firm allotment.

Charles M. Sturkey, Washington Natural executive vice-president and general manager, said "There is plenty of gas for industrial, commercial, and domestic use on a firm basis.

In fact, our large interruptible load will make it necessary to sell even more firm gas (than had been planned on) in all categories."

Portland Gas & Coke has received five new industrial contracts calling for at least 8,200,000 therms in the coming year. The company's interruptible contracts up to last month included 10 plants.

Interruptions are expected to be reduced after Canadian gas is piped to the area in late 1957.

Northern Illinois Gas dual-fuel plan approved by ICC

ILLINOIS Commerce Commission has approved Northern Illinois Gas Company's dual-fuel plan to provide space heating service to customers on a part-time basis effective July 30.

Northern Illinois Gas had filed the dual-fuel plan with the commission early in July in a further effort to afford some measure of relief to customers awaiting gas for space heating.

Customers who desire to take advantage of the plan and whose heating equipment can be modified would install dual-fuel control equipment which automatically substitutes an alternate fuel for natural gas when the outside temperature reaches a designated low point.

Marvin Chandler, president of the utility, emphasized, however, that dual-fuel service will provide only partial relief to some of the customers on the company's space heating waiting list which now approximates 160,000 in Northern Illinois Gas territory.

"Providing complete heating service to any substantial number of those now on our waiting list will depend upon completion of the Natural Gas Pipeline Company of America's expansion program," he said. The pipeline company has filed an application with the Federal Power Commission seeking authority to bring an additional supply of gas to the Chicago area. The most optimistic estimates indicate that this new supply from the Rocky

Mountain area will not be available before 1958.

Mr. Chandler said that in addition to single-family residential customers, multiple dwellings and commercial establishments also will be eligible to use the dual-fuel plan providing gas input requirements of their space heating equipment are not in excess of 350,000 Btu per hour. Both classes have been under total space heating restriction since the Commission's limitation order of July, 1946.

Where dual-fuel heating equipment can be installed it will result in natural gas supplying approximately one-half of the individual's heating requirements for a normal season, Mr. Chandler indicated.

Texas student wins A.G.A.-sponsored natural gas fellowship

ROY GENE McMULLEN, Kingsville, Texas, a student at Texas College of Arts and Industries has been awarded the \$1200 natural gas fellowship for the coming year. The periodical award, formerly sponsored by the Natural Gas Department of the American Gas Association, is now under A. G. A. spon-

sorship.

It was approved by majority vote of the A. G. A. Executive Committee.

The twenty-two year old student who won the award was graduated in June of this year from Texas A & I College with a bachelor's degree in chemical engineering. He was spon-

sored by Dr. Frank H. Dotterweich, director, division of engineering, Texas A & I College. Under the fellowship he will work for his master's degree in engineering, doing research work either in adapting gas jet compressor work to field operations or measurement of two-phase metering.

Brooklyn Union cited for range promotion



Charles M. Stainton of Robertshaw-Fulton awards first prize—a plaque and \$500—to William Hewson of Brooklyn Union for the utility's outstanding job in promoting gas ranges with either top burner or oven heat control during Mrs. America contest. Left to right: M. B. Gault, Robertshaw-Fulton; Mr. Stainton; W. W. Seltzer, A. G. A. chairman of Mrs. America Committee; Mr. Hewson; Alan Smith, Brooklyn Union. North Shore Gas Company won second prize, and Boston Gas Company won third

Offers Proceedings

THE library of The Peoples Gas Light and Coke Company has kindly offered to donate extra copies of the *A. G. A. Proceedings* to anyone requesting them. The library has two extra copies of the 1924 volume, one each of 1925 through 1929, and one each of 1937 through 1940.

Address all requests to W. J. Soika, Librarian, The Peoples Gas Light and Coke Co., Peoples Gas Building, 122 South Michigan Avenue, Chicago 3, Illinois.

Laud A.G.A. booklet

THE AMERICAN GAS ASSOCIATION safety booklet entitled *Resuscitation* drew highly favorable comments in the July *Consumers' Research Bulletin*. *Consumers' Research* said the booklet dealing "with the back pressure-arm lift method for use in gas asphyxia, electric shock, and drowning . . . describes the resuscitation method which is now the one most highly recommended by competent authorities." The pocket-size booklet, published last year by the Accident Prevention Committee, also gives a full description of two other methods of resuscitation which can be used where the back pressure-arm lift method is not applicable.

Houston Natural buys pipeline company from Atlantic Refining

AS THE RESULT of a recent agreement, Houston Natural Gas Corporation will virtually double its size and become a completely integrated utility company with its own production, transmission, and distribution facilities.

The agreement provides for the sale by Atlantic Refining Company to Houston Natural the stock of Houston Pipe Line Co., which Atlantic recently acquired with other assets from Houston Oil Company. Houston Pipe Line Company had been Houston Oil's subsidiary for 31 years.

Atlantic and Houston Natural have agreed upon an asset value of \$37,684,000, as repre-

sented by the pipeline company's long-term debt of \$11,684,000 and a consideration of \$26,000,000 to be paid by Houston Natural for the stock.

Houston Natural's president, John H. Wimberly, stated that the purchase is a "new epoch in the growth of the Texas Gulf Coast" and is essentially an act of faith in the future of his company's 20-county service area.

"We have always depended on Houston Pipe Line Company for much of our gas supply," he said, "and with this acquisition, Texas capital and Texas management will assure ample natural gas reserves and dependable service in this region for decades to come."

The pipeline system consists of approximately 1,170 miles of gathering and transmission lines varying in diameter from two to 24 inches. The main lines, which extend beyond the Nueces River below Beeville in the south, to Spurger, Evadale and Silsbee in the north, converge in the Houston-Texas City area and transport gas from 65 fields in 18 Texas counties. The system delivered a daily average of about 330 million cubic feet during the first six months of 1956 to utilities and industrial customers. Combined reserves of Houston Natural Gas Corporation and Houston Pipe Line Company now are estimated to be in excess of $1\frac{1}{2}$ trillion cubic feet.

SGA film combats claims on competitive kitchen appliances

GAS COMPANIES aggressively combatting competitive claims of electric cooking appliance manufacturers have found an excellent tool in Southern Gas Association's film, "The Modern Way—Naturally." The film is 16mm., color, and runs approximately 20 minutes.

In the film, a young bride choosing her kitchen equipment is persuaded by her mother, who favors gas appliances, to listen to both gas and electric sales stories instead of being swayed by the claims of electric cooking with-

out putting these claims to the test. They visit a sales floor and listen to a salesman advance the claims of electric ranges—"cleaner, cooler," etc.—without backing up these claims. He floats a display balloon atop the electric range for each sales point he advances.

Then comes the gas range sales story. By actually testing both the gas and electric range on each of the points raised, the salesman demonstrates that gas is superior on all counts and, one by one, punctures the electric claim

balloons, which he characterizes as "so much hot air."

The backlog of requests to borrow the A.G.A. Film Library's only print leaves it tied up for three years. Companies interested in obtaining the film immediately may purchase it from Southern Gas Association, 1932 Life of America Building, Dallas 2, Texas. The price of \$225 includes a personalized opening title giving the name of the purchasing company as presenting the film.

NACE group to discuss pipeline and underground corrosion

SYMPOSIA on corrosion problems in the pipeline industry and underground generally are on the program of the Oct. 23-26 San Antonio, Texas, meeting of South Central Region, National Association of Corrosion Engineers. Six NACE technical committees investigating underground corrosion problems also will meet.

Four technical papers on inhibitors, ca-

thodic protection and other aspects of pipeline corrosion are listed for the symposium on corrosion in the pipeline industry. Lloyd B. Nelson, Shell Pipe Line Co., and A. L. Stegner, Tennessee Gas Transmission Co., are symposium chairman and vice-chairman.

The cathodic protection symposium, with Marshall E. Parker, Cormit Engineering Co., as chairman, will have papers on the copper-

copper sulphate electrode, rectifier efficiency, high silicon anodes and cathodic protection of oil well casings.

Committees are scheduled to discuss minimum current requirements, standardization of procedures for measuring pipeline coating conductance, internal corrosion of product pipelines, prefabricated plastic film for pipeline coatings, and other matters.

Servel offers bezel adapting refrigerators for recessed installation

SERVEL, INC. has answered the growing trend to built-in kitchen appliances by making every refrigerator model in its new line easily adaptable for recessed installation. Servel has now made available a refrigerator bezel (or frame) made of anodized and

polished aluminum.

The bezel exactly fits the contour of the large 34-inch-wide Servel refrigerators on the sides and top; or the soft, ductile aluminum may be easily cut with an ordinary hacksaw to fit narrower models.

A folder showing methods of installation comes with each bezel kit, giving step-by-step instructions with illustrations.

The refrigerator bezel is available at a nominal cost to purchasers of Servel gas refrigerators.

Data available

THE 1956 edition of *Natural Gas Construction Data* has just been published by the Gas Appliance Manufacturers Association. The GAMA study provides detailed information on the individual projects, companies, and communities involved in the continuing expansion of the gas industry. The study lists projects approved by FPC in 1955—which will add 2.4 billion cubic feet of natural gas to the daily delivery capacities of existing facilities—and projects awaiting FPC approval on Jan. 1, 1956, calling for the laying of 8,721 additional miles of pipeline. Also listed are the 123 cities which will receive new or additional gas service, and names and addresses of pipelines and operating companies participating in pipeline construction approved in 1955 or pending approval on Jan. 1, 1956. The brochure is available from GAMA at \$3.00 a copy.

To purchase properties

AGREEMENT for the purchase of the properties of the Boyertown (Pa.) Gas Company by the United Gas Improvement Company of Philadelphia has been announced. The supplying of gas service in the Boyertown area will be handled by UGI's Reading division.

Purchase of the properties and supplying of natural gas to Boyertown is subject to the approval of the Pennsylvania Public Utility Commission and the Federal Power Commission. UGI plans to install a $7\frac{1}{2}$ mile natural gas line from a point near Limerick Corners to bring straight natural gas to Boyertown. Present plans call for the line to be started very soon, and the new supply will be ready for use by the Boyertown gas customers in early 1957. The cost of running the new line and the expense of converting appliances in use will be about \$165,000.

Acquire gas supply

A PROGRAM of exploration and development to obtain natural gas for future use has been announced by the Rio Grande Valley Gas Co., Brownsville, Texas. The company's gas requirements for the next five years are adequately provided for under purchase contracts. A gas supply for the years beyond 1961 is now being acquired. Negotiations have been completed for the purchase in place of proven gas reserves in excess of 30 billion cubic feet located within a reasonable distance from the company's main transmission system. This property includes five completed gas wells which are presently shut-in and can be put into service when needed. The company has acquired an interest in leases in four other areas, three of which have been proven productive. It has drilled or participated in drilling five wells. Three of these are producers of gas, while two were dry holes.

Elect Carlyon president Wisconsin group names Berg, Schmidt

WILLIAM R. CARLYON, division manager of Consumers Power Company's Lansing division, was elected president of the Michigan Gas Association at the group's annual business meeting held at the Grand Hotel, Mackinac Island, Mich., June 25-26.



W. R. Carlyon

Mr. Carlyon, formerly vice-president of the association, succeeds Roland R. Paulin, a vice-president of Michigan Consolidated Gas.

George Ludwig, manager of the Michigan Consolidated Gas Co., was elected vice-president of the Michigan Gas Association. Re-elected secretary and treasurer was Milton G. Kendrick, also with Michigan Consolidated.



Jules C. Berg

JULES C. BERG, Lake Superior District Power Co., moved up from vice-chairman to chairman of the accounting section of the Wisconsin Utilities Association at its recent annual convention held at Elkhart Lake. New vice-chairman is Gerhardt A. Schmidt.

About 130 chief accountants of gas and electric companies participated in the two-day convention.

Key speaker at the convention was the association's president, R. W. Leach. Mr. Leach said that at present there are over 40 bills before Congress affecting either independent investment-owned electric or gas companies, and called upon accountants to use their special

knowledge to influence others against further socialization of the utility industry.

Commissioner Nicholas J. Lesselyoung, Wisconsin Public Service Commission, explained to the group how the commission has determined its policy concerning the use of accelerated depreciation for federal income tax purposes by Wisconsin utilities.

"Dramatic opportunities for utility accountants exist if they will develop figures that provide guides for the future instead of descriptions of the past," said S. Lloyd Neimeyer, president, Milwaukee Gas Light Company. He emphasized that the primary purpose of accounting today is to furnish management with a tool to help in the sound operation of business.

J. C. Lobb, Milwaukee, member of the Governor's Committee on Industrial Development and vice-president of the Marine National Exchange Bank, spoke on industrial expansion in Wisconsin.

Plan 2-day course

THE FOURTH two-day Gas Measurement Institute has been planned for Oct. 9-10 by a committee of industrial personnel with the cooperation of the University of Kansas, Liberal, Kansas. Sponsors are the university and the southwest Kansas petroleum industry. Tentative topics to be discussed are: "Safety in Gas Measurement," "The Use of the Manometer in the Gas Industry," "Ranarex Method of Determining Specific Gravity," "Testing and Maintenance of Positive Meters," and "Principles of Rate Meters." Registration fee is \$5. For further information, write to: Kansas University Center, Box 653, Garden City, Kansas.

Expand lines

AGREEMENTS have been reached giving Robertshaw-Fulton Controls Company the right to manufacture and sell control devices developed by Bergen Research Engineering Corp., Teterboro, New Jersey. It is contemplated that these valves will be manufactured and sold by the Bridgeport Thermostat Division, at Milford, Connecticut. The contract also includes rights to future developments of the New Jersey company for shut-off and flow regulating valves, pressure switches, and other hydraulically and pneumatically controlled devices. The agreements will substantially expand existing product lines of the Bridgeport Thermostat Division.

SGA group meets

THIRTY-THREE MEMBERS from 21 member companies attended the recent Southern Accident Prevention Round-table Conference held in Dallas Aug. 3. Chairman of the conference was T. J. Donnell, El Paso Natural Gas Company. A general session was held for all conferees in the morning. In the afternoon distribution and transmission sessions were held. Of general interest were such topics as the increase in the number of back injuries; kind of fire extinguisher installed on hot dope pots; granting of full pay for time off because of accidents; and utilization of battery powered flashing lights in conjunction with street barricading.

Peoples Gas wins safety merit award



President H. Donald Berger (l.), Peoples Natural Gas Co., receives A. G. A. Safety Merit Award from A. W. Conover, Equitable Gas president and A. G. A. Executive Safety Committee chairman. Leo H. Nuhfer, Peoples' safety director, looks on. Peoples earned the award when employees totaled 1,075,066 manhours without a disabling injury. They also won National Safety Council plaque

Rates reduced

NEARLY \$100,000 was saved this summer by Lone Star Gas Company customers using air conditioning in their homes and places of business, reports Chester L. May, senior vice-president.

This saving resulted from Lone Star's special summer air conditioning rate (48 cents per thousand cubic feet) for residential and commercial users. The rate applies for Lone Star's residential customers between meter reading dates in June and October, and for commercial customers between meter reading dates in May and October. In 1957, the May-October dates will apply to both residential and commercial customers.

Mr. May stated that he believes the new low rate will enable the company to sell gas in greater volume during the summer months.

Open office

STONE & WEBSTER Service Corporation announces the opening of a new office in Texas to provide closer contact with business and industry in the Southwest. The address is 2021 Commerce Building, Houston. Supervising the office is Paul R. Taylor, vice-president of Stone & Webster.

Pacific Northwest names Silloway president, Williams vice-chairman



S. F. Silloway

STUART F. SILLWAY has been named president of Pacific Northwest Pipeline Corporation, Houston, Texas. He will make his headquarters at Salt Lake City where the company is now establishing its principal office.

C. R. Williams, who has directed the op-

erations of Pacific since 1951, has been appointed vice-chairman of the board of directors.

As vice-chairman, Mr. Williams will continue to be very active in the affairs of the natural gas transmission company.

Mr. Silloway was formerly vice-president of finance of The Mutual Life Insurance Co., New York, and has participated in the financing of many extensive oil and gas projects. During his association with Mutual of New York, Mr. Silloway established an enviable record in improving the company's entire investment operation and yield. As president of

Pacific, he will also be a director of both the pipeline company and its subsidiary, Northwest Production Corporation.

Prior to his association with Mutual of New York, Mr. Silloway was with Kidder, Peabody and Co., New York investment bankers. He joined Mutual Life in its financial department in 1933; became assistant financial manager in 1939; and was elected treasurer in 1942. Named second vice-president and assistant manager of securities investment in 1944, he later became vice-president and manager of securities investment in 1948. He has been vice-president for finance since June 1953.

Earl C. Overbeck retires as board chairman of Ohio Fuel Gas

EARL C. OVERBECK, chairman of the board of the Ohio Fuel Gas Company, retired July 1 in accordance with the company's retirement policy.

The company announced that it is not contemplated that the position of board chairman will be filled at this time. Allan W. Lundstrum, president, will become the chief executive officer.

From a start as a gas field worker, Mr.

Overbeck worked up through the ranks in a 43-year career to become Ohio Fuel's top officer. He has been board chairman for five years. He began work with the old Ohio Fuel Supply Company in Ashland, Ohio, in 1913. Five years later he was transferred to Medina and promoted to field foreman.

His advancement in the company was steady. In 1924, he moved to Wooster and was made field superintendent. Four years

later, he was transferred to Columbus and was promoted to general superintendent of production. He was named manager of production in 1943.

In 1947, Mr. Overbeck was elected vice-president in charge of production, transmission and engineering. He was elected president of the company in 1950, chairman of the board in 1951.

He is a member of A. G. A.

Personal and otherwise

Name Atkinson

LEIGH ATKINSON, former public relations account executive for the J. Walter Thompson advertising agency, Chicago, is the new assistant director of the National LP-Gas Council. Mr. Atkinson joined the council staff in July. He will work with Miss Lucille Range of the council's homemaker division to expand the LP-Gas industry's national and "grass roots" public relations program. Mr. Atkinson was on the J. Walter Thompson staff for four years as a writer and account supervisor. Previously he was a reporter and metropolitan section editor for a newspaper.

Name Albert, Pearce

CHARLES L. ALBERT, supervisor of the tabulating section, has been appointed manager of New Jersey Natural Gas Company's southern division, succeeding William R. Wallis, who was fatally injured when struck by an auto in July. W. Alfred Pearce, commercial manager, has been appointed to succeed Mr. Albert in the tabulating section. Mr. Albert joined the company in 1952 as assistant manager of commercial operations. Mr. Pearce, who also joined the company in 1952, was associated for 15 years with the Jersey Central Power & Light Company.

East Ohio announces promotions of Horsley, Ramsdell, and Carson

THE EAST OHIO Gas Co., Cleveland, Ohio, has announced three recent promotions. G. W. Horsley, vice-president since 1950, is now senior vice-president. R. W. Ramsdell, a former vice-president and current company director, is now the executive vice-president. John H. Carson is now vice-president and general manager.

Mr. Carson is currently chairman of the

General Management Section of the American Gas Association. He is also chairman of the Gas Transmission and Distribution Piping System Code for Pressure Piping of ASA.

In addition, A. H. Forbes has returned to the company as a vice-president. Mr. Forbes joined the company in 1936. In 1951 he became dispatcher and manager of gas supply for the parent company, Consolidated Natural

Gas Co., and two years later was appointed vice-president of another Consolidated company, the New York State Natural Gas Corporation.

Also announced was the appointment of Dr. F. E. Vandaveer, director of East Ohio Laboratories in Cleveland, to associate director of research for the Consolidated system. He will continue his East Ohio post.

Lone Star names Hall advertising director, Carll PR director

NEAL HALL and Jim Carll have been appointed advertising director and public information director, respectively, for Lone Star Gas Co., Dallas, Texas. L. C. Roberts, former advertising director for the company, died last month while on a leave of absence.

In the past the company's public information functions had been handled by the publicity section of the advertising department. Under the new alignment, Mr. Hall will head the company's advertising department and Mr. Carll will serve as director in charge of the newly created public information department.

Mr. Hall joined Lone Star in 1948 as an

advertising copy writer. In 1953, he was given a leave of absence by Lone Star to serve the American Gas Association as a promotion representative to initiate a new service to member companies. Mr. Hall served as A. G. A. promotional manager from December 1953 to May 1954. He was named advertising supervisor of Lone Star in late 1954.

Mr. Carll joined Lone Star in March 1954, and was named information supervisor in September of that year. Prior to joining Lone Star, he served as oil editor of the San Angelo Standard Times and operated the Permian Basin Oil Reports Service.

He spent two years in Hollywood as a motion picture writer. He served as assistant to the vice-president of industrial relations for Western Union Telegraph Company in New York City before moving to west Texas to publish a chain of weekly newspapers in McCamey, Crane, Rankin and Iraan.

Mr. Carll is now serving on the American Gas Association's Public Information Projects Committee. He is also a member of the Independent Petroleum Association of America, Independent Natural Gas Association of America, and the Texas Mid-Continent Oil and Gas Association.

A.G.A. appoints auditor

ROBERT J. CUTTING has been appointed auditor and office manager of the American Gas Association, it was announced by C. S. Stackpole, managing director of A.G.A. The auditor post is a new office in the gas industry trade association. Mr. Cutting was educated in New York City and Queens County schools and was graduated from Pace College where he majored in accounting and business administration. For the past two and one-half years he was employed by the Set-Up Box Manufacturing Co., Brooklyn, N. Y., as office manager and accountant. Previously he had spent seven and one-half years in the movie industry.

T. J. Strickler, former A. G. A. president, retires from Gas Service

THOMAS J. STRICKLER, president of the American Gas Association in 1941, retired from The Gas Service Co., Kansas City, Mo., on Sept. 1. He will remain a member of the board of directors and active in an advisory capacity.

E. S. Larson, manager of the company's Kansas City, Kan., division, succeeds Mr. Strickler, and Harold Rose, who has been superintendent of that Kansas property for many years, succeeds Mr. Larson. Vernon E. Percell, assistant superintendent at Kansas City, Kan., has been moved up to superintendent.

Frank C. Smith elected chairman of board of trustees at IGT

FRANK C. Smith, board chairman of Houston Natural Gas Corp., has been elected chairman of the board of trustees of the Institute of Gas Technology, Chicago.

Mr. Smith was the prime mover in the founding of IGT. He inaugurated a campaign to that end in 1935 in an address at the annual convention of the American Gas Association.

Servel names Nash home appliance sales manager, promotes Eskew

SERVEL, INC., Evansville, Ind., has announced the appointment of E. A. Nash as sales manager of the home appliance division and Robert K. Eskew as chief engineer for "all-year" gas air conditioning.

Mr. Nash was formerly merchandising manager and more recently director of distribution development. In his new post he will have charge of Servel's appliance sales organization, and will supervise the company's relations

Name Alan Bailey senior vice-president

ALAN R. BAILEY has been appointed senior vice-president of Southern Counties Gas Co., Los Angeles, Calif., effective Oct. 1.

Mr. Bailey is currently assistant to the president of Pacific Gas & Electric Co., San Francisco, and was vice-president in charge of operations of Coast Counties Gas and Electric Co., until September 1954, when the latter merged with PG & E.

Mr. Bailey joined Coast Counties Gas and Electric Company in 1930 as gas engineer, and subsequently became general gas superintendent, assistant to the president, and then vice-president.

From 1924 to 1930 Mr. Bailey was in the

gas distribution department of the former Los Angeles Gas and Electric Corporation. During high school and college—University of Southern California—he worked intermittently for several other California utilities, including water and electric. He is a member of the American Gas Association.



Alan R. Bailey

In addition, Fred Karr, manager at Topeka, has retired and will be retained in an advisory capacity. He is succeeded by Carl Jenkins, manager at Joplin, Missouri. Succeeding Mr. Jenkins is Ralph Weir, manager at Parsons, Kan., whose position is now taken by Hugh S. McClelland, formerly company superintendent at Parsons.

Mr. Strickler has had a career spanning many years in the gas industry. From 1927 to 1947 he was vice-president and manager of The Kansas City Gas Company. In 1947, when that firm merged with Gas Service, he became vice-president and manager of the Kansas City di-

vision. He also has served for many years as a member of the board of directors.

In addition to serving as president of the American Gas Association, Mr. Strickler served for 12 years as a director of the U.S. Chamber of Commerce. He was also a consultant for the Petroleum Administration for Defense, and the gas planning division of the Department of the Interior, and is extremely active in civic organizations.

Mr. Larson, who has spent 42 years in the gas industry, was made manager of Gas Service at Joplin in 1941, and remained in that position until a year ago.

In 1939, the board of A. G. A. directed appointment of a special committee to investigate methods of advancing the industry's technology through research, and named Mr. Smith chairman.

Mr. Smith was later elected chairman of the Research Institute Organization Group which sought industry support to bring a research

institute into existence. The group secured sufficient financial pledges from interested companies to enable incorporation of IGT and affiliation with Illinois Institute of Technology.

IGT's first board of trustees also elected Mr. Smith chairman, a position he held from 1941 to 1943. He has continued as a trustee and executive committee member since then.

Crowley vice-president

WILLIAM J. CROWLEY has been elected vice-president and comptroller of Northern Illinois Gas Co., Aurora, Illinois. A 30-year utility veteran, Mr. Crowley has been comptroller for the gas company since February 1954. He began his utility career with the Public Service Company where he held several executive positions, including chief statistician and manager of rates and economic research. Prior to his election as comptroller for Northern Illinois Gas, he was assistant to the executive vice-president of the Commonwealth Edison Company. He is a graduate of Northwestern University.

Name Mary Dunham

MARY DUNHAM, home economist and teacher of cooking, has been appointed home services director for Cascade Natural Gas Corp., Seattle, Washington. She will supervise cooking schools and demonstrations throughout the territory served by Cascade, comprising 28 communities in Washington, Oregon and Idaho. Her work will be under the direction of Phil F. Toman, general sales manager. Mrs. Dunham taught cooking and wrote a newspaper food column in Levittown, New York. She studied at the State University of New York, and operated her own candy making concern prior to moving to Seattle.

Schively moves

DONALD SCHIVELY, for 12 years sales promotion manager of Hartford Gas Co., has joined the staff of Randall Co., advertising and public relations firm in Hartford, Conn., as account executive. Mr. Schively came to Connecticut in 1934 as representative of a group of utility companies in dealer relations and merchandising. Previously he had worked with McGraw Hill Publishing Company and Edison Electric Institute. He is a member of the American Gas Association, and past chairman and director of the sales division of the New England Gas Association.

Texas Gas Transmission names Benson, Johnson, Brown, Carneal

PROMOTIONS have been announced for four management employees of Texas Gas Transmission Corp., at the firm's general offices in Owensboro, Kentucky.

The promotions are: D. C. Benson, from superintendent of measurement and research to director of planning and research; W. A. Johnson Jr., from superintendent of the pipeline department to general superintendent; Charles W. Brown, from assistant superintendent of gas measurement to superintendent of that department; and James W. Carneal, from industrial representative in sales and customer relations to assistant director of sales and customer relations.

Mr. Benson, with a background of 22 years

in the natural gas business, all with Texas Gas and a predecessor company, Kentucky Natural Gas Corp., will be responsible for engineering planning and research on technical problems. He will continue his responsibilities concerning the direction of Texas Gas' underground storage program and the preparation of economic studies, pipeline design, flow studies, and engineering studies and exhibits. He is a member of the American Gas Association.

Mr. Johnson joined Memphis Natural Gas Co., another predecessor of Texas Gas, in 1945. He succeeds A. L. Roberts, who recently was elevated to vice-president. In his position as general superintendent, he will continue temporarily as head of the pipeline department,

and in addition will have over-all charge of operations in Texas Gas' Louisiana division, gas measurement department, and dispatching department.

Mr. Brown has been with Texas Gas since 1949, and has been assistant superintendent of gas measurement since 1955. As superintendent, he will be responsible for all functions pertaining to gas measurement and regulation throughout the system.

Mr. Carneal has been with Texas Gas since 1949. As assistant director of sales and customer relations, he will continue the work he has done in the industrial development field, and in addition will assist in the various functions of sales and customer relations.

A. O. Smith Corporation names W. W. Higgins chief engineer

W. W. HIGGINS has been appointed chief engineer of the A. O. Smith Corp., Milwaukee, Wis., on the staff of Executive Vice-President F. S. Cornell.

Until recently Mr. Higgins was director of engineering at the corporation's Permaglas division in Kankakee, Ill., where he was responsible for product engineering and development of Permaglas water heaters and domestic heating and air conditioning lines. Since join-

ing A. O. Smith in 1930 Mr. Higgins has had extensive experience in the development of glass-coated steel used in eight of the company's 20 product lines. He was named director of ceramic research in 1938, where he was instrumental in developing facilities for the manufacture of glasscoated water heaters.

When A. O. Smith set up its Permaglas water heater plant at Kankakee in 1946, Mr. Higgins became director of quality control

and inspection. He took over the post of chief engineer in 1948, and was named director of engineering in 1952.

Mr. Higgins has been an active member of the Gas Appliance Manufacturers Association, American Gas Association, American Ceramic Society and the Engineering Advisory Council of the University of Illinois. The author of numerous technical papers, he also has a number of patents to his credit.

Goodman, chief system geologist, named Equitable vice-president

JOHN V. GOODMAN, chief system geologist, Equitable Gas Co., Pittsburgh, Pa., has been elected vice-president and chief system geologist. In his new post Mr. Goodman will be responsible for all geological functions throughout the system, including underground gas storage, well construction and well exploration. His headquarters will remain at

Equitable's principal offices.

Since starting with Equitable in 1927 as a field man in the geological division, he has served the company as assistant geologist, superintendent of production, general superintendent of production, and chief system geologist, the position he has held since 1953. He has also been actively engaged in the de-

velopment of underground gas storage in the Appalachian area, a phase of operations pioneered by Equitable Gas Company.

Mr. Goodman is a member of the Pennsylvania Natural Gas Men's Association, West Virginia Oil and Natural Gas Association, American Petroleum Institute, and the American Gas Association.

Southern Union appoints Robinson personnel director, promotes Moore

SOUTHERN UNION Gas Co., Dallas, Texas, has announced the appointment of Seldon C. Robinson as personnel director and the promotion of Lester L. Moore to the newly created position of director of industrial relations.

Mr. Robinson, formerly on the staff of Sul Ross State College at Alpine, Texas, takes charge of the responsibilities which have been administered by Mrs. Ethel O'Neill Johnson for the past thirteen years. Mrs. Johnson will remain on the Dallas staff as assistant secretary

for the company.

Mr. Moore joined Southern Union early in 1954 as industrial relations coordinator. In his new capacity he will administer a much broadened industrial relations program for Southern Union.

Brooklyn Union Gas elects Glen E. Foster senior vice-president

THE ELECTION of Glen E. Foster as senior vice-president of The Brooklyn (N. Y.) Union Gas Company was announced early last month. In addition, the following assistant vice-presidents were elected to the vice-presidency: James J. Deely, Gordon C. Griswold, and Robb Quinby. John A. Paterson,

comptroller, was elected vice-president and comptroller.

Mr. Foster has had 23 years of experience at Brooklyn Union. He joined the company as assistant auditor, rose to comptroller, became assistant vice-president in 1945, and vice-president in 1950.

A certified public accountant, Mr. Foster took his accounting training at Rochester Business Institute and Pace Institute. Prior to entering public utility work, he was engaged in public accounting with Arthur Andersen & Company.

All five men are members of A. G. A.

Joseph P. Daratt retires as 'gas engineer for Niagara Mohawk

JOSEPH P. DARATT, gas engineer for the central and northern New York areas of Niagara Mohawk Power Corp., retired last month after nearly 40 years in the gas business. He began in 1917 with the Syracuse Lighting Co., at that time a subsidiary of the United Gas Improvement Company.

He was associated with the UGI system

until 1928.

During the following four years he was superintendent of the gas department of the Havana (Cuba) Gas & Electric Company. He then worked for a while with the Cincinnati Gas & Electric Co., and returned to Syracuse in 1939, joining what was then the Central New York Power Corporation. He started in

the property records engineering department and progressed to his last position in 1952. He now plans to accept a position as consulting engineer with the Servicio Tecnico de Tuberias Company of Venezuela.

Mr. Daratt has been an active member of the American Gas Association and the National Association of Corrosion Engineers.

Elect Hoare chairman of Great Lakes personnel conference

WILLIAM E. HOARE, employee relations director of The Ohio Fuel Gas Co., Columbus, Ohio, has been elected chairman of the A. G. A. Great Lakes Personnel Conference for the year 1956-57.

Mr. Hoare, a 30-year man with Ohio Fuel, received his degree in education from Ohio State University and taught in a one-room

school before joining Ohio Fuel as a draftsman.

He rose to chief draftsman, then assistant personnel director, and to his present position as employee relations director in 1951.

Also elected at the June 1 meeting of the personnel conference in Chicago were: Emory A. Manlove, assistant vice-president of The

Peoples Gas Light & Coke Co., Chicago, vice-chairman; and Ray Antolik, industrial relations manager, The East Ohio Gas Co., Cleveland, Ohio, secretary.

During the year the conference is scheduled to hold several meetings of personnel and employee relations executives of the Great Lakes area.

Names in the news—a roundup of promotions and appointments

UTILITIES

New York State Natural Gas Corporation has announced three recent appointments. **Fordyce Hauber** has been appointed executive assistant, with duties including handling special assignments for the president and vice-presidents, and the retention of his former responsibilities as system reserves engineer. **Robert S. Jeffries**, formerly chief engineer for the firm, has been promoted to the newly created position of manager of gas storage, with responsibility for matters pertaining to storage, planning, construction, and operations. He will continue as supervisor of compressor station operations. Replacing him as chief engineer is **Roy A. Doman**, who has been working for the system since 1946.

Donald W. Weir has been named assistant to the president of Arkansas Louisiana Gas Co., a new position in the company. He will be in charge of personnel, employee welfare and training, safety programs, community relations, wage and salary administration, labor relations, organization problems, and efficiency studies. He was personnel manager of the company for the past three years.

New home service adviser for the northern division of the New Jersey Natural Gas Company is **Gloria L. Brautigam**. She has had 10 years' experience with Bendix, Hotpoint, and Westinghouse as a home counselor in northern New Jersey.

Rockland Light and Power Company has announced that **Walter C. Parshall**, formerly commercial manager of the eastern division, has been appointed to the new post of executive assistant in the company's personnel and public relations department. Replacing Mr. Parshall is **Joseph F. Coughlin**. **Clifford E. Moody**, formerly auditor, will take over Mr. Coughlin's former position of commercial office manager of the eastern division.

Roland Wages has been named to fill a newly created position of traffic supervisor in the purchasing department of Northern Natural Gas Company, with control of the various aspects of the company material transportation functions involving all modes of transportation. New assistant to the manager of gas purchases of Northern Natural is **Marvin A. Wilson**, formerly with Cities Service.

The Peoples Natural Gas Company announces the appointment of **Charles V. Hoey** as personnel director. He was previously assistant personnel director, and before that, head of the warehouse-voucher section of the firm's treasury department. **John A. Lammert** has been named manager of new building promotion for the com-

pany. He joined the company in 1933.

Emory A. Manlove, assistant vice-president of the Peoples Gas Light and Coke Co., has been assigned to the operation division. He began his Peoples Gas career in 1940 as a junior engineer. **Elmer W. Christell**, superintendent of employee relations department, was appointed assistant to the vice-president in charge of industrial relations. Other Peoples Gas appointments include: **John J. Solon**, from superintendent of employment to head of the employee relations department; **Marvin E. Cox**, from assistant superintendent of the employee relations department to superintendent of employment department; **Elmer F. Schults**, from general superintendent of the service department to operating engineer; **Leo G. Ranta**, from assistant general superintendent to general superintendent of the service department; **Willard J. Ball**, from superintendent of service, south district section, to assistant general superintendent of the service department; **Frank C. Witting**, from plant testing engineer to chief testing engineer, testing department; and **George F. Keenan**, from supervisory engineer to plant testing engineer, testing department. Also, **William D. Egan**, from utilization testing engineer to assistant chief testing engineer, testing department, and **James Crane Jr.**, from assistant utilization testing engineer to testing engineer, testing department.

Peoples Water and Gas Company has announced the election of **Ivan E. Ball** as vice-president and comptroller of the system. Mr. Ball joined the company in 1948, and has served as comptroller of the East Coast and West Coast divisions of the system.

John M. Warner has been appointed purchasing agent of the Philadelphia Electric Company. He joined the utility as an engineering assistant in 1937, and advanced through several positions to superintendent of overhead lines in Philadelphia, his most recent post.

MANUFACTURERS

The election of **Robert Graves Hess** as executive vice-president of the Walworth Company has been announced. Mr. Hess recently resigned as executive vice-president of Pesco Products Division, Borg-Warner Corp., to join Walworth.

Theodore C. Guenther has been appointed advertising manager for ranges, dishwashers, clothes dryers, space heaters, and incinerators manufactured under the Universal trademark of Cribben & Sexton. He was formerly sales promotion manager of Norge Sales Corporation's range division.

Renne G. Rankin has been named field

sales manager for the Blend-Air heating and air conditioning division of The Coleman Co., Inc. He succeeds **Hascal Simmons**, who has been appointed manager of the Coleman branch sales office in Kansas City, Missouri. Mr. Simmons has been with Coleman since 1948, and Mr. Rankin comes from Servel, where he was district sales manager.

Frank J. Nunlist has been appointed to the newly created position of executive vice-president of Mueller Climatrol. He joined the firm in 1941 as assistant chief engineer, and has been chief engineer, general sales manager, and sales vice president. Succeeding him as vice-president in charge of sales is **H. P. Mueller Jr.**

The appointment of **Douglas T. King** as assistant director of engineering of The Wilcolator Company has been announced. He will be in charge of research, design, and product development. Wilcolator also announces that **John J. Rothwell** has recently joined the company.

New assistant general sales manager of the cooking appliance controls division of Robertshaw-Fulton is **J. L. Gabris**. He has been in charge of commercial controls sales since 1953, and will continue with his former duties in addition to undertaking assignments in domestic appliance controls sales.

Robertshaw-Fulton announces that **Harold W. Rice**, a 20-year veteran, has been appointed director of the company's West Coast research and development laboratory, succeeding **H. W. Geyer**, who recently resigned. Since 1951, Mr. Rice has been project supervisor at the laboratory.

At Norge Division, Borg-Warner Corp., **Harold P. Bull** has been appointed vice-president of distribution. He will be in charge of national Norge home appliance marketing, including supervision of product and sales manager. Many of his responsibilities were formerly held by **R. C. Connell**, vice-president of sales, who has resigned. Also, **Walter C. Fisher**, field sales manager, has been promoted to general sales manager, with responsibility for the administration of national sales programs.

PIPELINES

Roger D. Stanwood has been elected vice-president in charge of gas supply at Transcontinental Gas Pipe Line Corporation. He was formerly assistant to the vice-president.

D. A. Hardesty, director of employee and public relations division of Natural Gas Pipeline Company of America and Texas Illinois Natural Gas Pipeline Co., two Peoples Gas subsidiaries, has been elected assistant vice-president of the two subsidiaries.

Milton I. Allen vice-president

MILTON I. ALLEN has been elected vice-president in charge of sales of the Philadelphia Electric Company. Mr. Allen will succeed George E. Whitwell, who has retired. Mr. Allen joined the utility in 1928 following his graduation as an electrical engineer from Pennsylvania State College. He was assigned to sales work, as an industrial service-

man, and has spent his entire career in that department. Instrumental in creating the company's industrial and commercial development division, he was named general sales manager early last year. He occupied that post at the time of his new appointment.

He is a member of the American Gas Association and Pennsylvania Gas Association.

Howard W. Magnuson sales manager

HOWARD W. MAGNUSON has been promoted to general sales manager of the Honolulu Gas Company. He replaces R. D. Scott, who has returned to the West Coast to become managing director of the Pacific Coast Gas Association. Mr. Magnuson came to the

Honolulu Gas Company in March 1955 from the Portland Gas and Coke Company of Portland, Oregon. He had been with the latter company since 1945.

Replacing Mr. Magnuson as supervisor of utility sales will be Martin Ashley.

Roger D. Stanwood vice-president

ELECTION of Roger D. Stanwood as a vice-president of Transcontinental Gas Pipe Line Corporation has been announced. Mr. Stanwood has been in charge of the company's

gas supply department and will continue to direct that phase of the business. He joined Transcontinental in 1951 after 11 years with Tide Water Associated Oil Company.



Philip B. Baas

secretary and superintendent of customer service, Brooklyn Borough Gas Co., Brooklyn, N. Y., died Aug. 5 at the age of 71.

Recently Mr. Baas had directed a safety campaign which led to an enviable record of safe driving by company employees. He was responsible for a number of innovations used in Brooklyn Borough's gas distribution, including the design of system of district pressure regulators controlled by electric pilot wires and a mechanical method enabling the proofing of more than one meter at a time by a worker. He was a member of American Gas Association.

Mr. Baas is survived by his wife and two sons.

C. T. Burg

62, vice-president of Iron Fireman Manufacturing Co., Cleveland, died last month after several months' illness. Mr. Burg was in charge of Iron Fireman sales since the company was organized in 1923. In 1946 he was elected a vice-president of the company.

He was active in several associations in the heating industry, and was a member of the Gas Appliance Manufacturers Association. He was well known throughout the country as a dynamic and colorful speaker at conventions and meetings.

Survivors include his widow, son, daughter, and brother.

Ralph D. Jennison

70, former president and board chairman of the New York State Electric & Gas Corp., died recently following a heart attack.

Mr. Jennison, whose utility career spanned the period of greatest development of NYSEG, was a director of the company at the time of his death.

He had been identified with the public utility field for more than 46 years, including 41 years' service with NYSEG and its former affiliates. He was president from 1941 to 1949 and board chairman from 1949 to 1955. He retired as chairman on Dec. 31, 1955.

Frederick Witsell

vice-president in charge of employee relations at Public Service Company of Colorado, died recently after a brief illness. He was 59 years old.

Mr. Witsell has been active in utility work since 1917 when he joined the Toledo Edison Company of Toledo, Ohio. He became president and general manager of the Pueblo (Colo.) Gas and Fuel Company in 1940, and was appointed head of Public Service Company of Colorado's employee relations department in 1948.

While in Pueblo, Mr. Witsell served as president of many civic organizations. In Denver he was also an active participant in numerous community organizations. In addition to his employee relations duties, he was also a member of the board of directors and the management committee of Public Service Company of Colorado.

He is survived by his wife Eleanor, and five children. He is a member of the American Gas Association.



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SEPTEMBER

- 11-13 •Pacific Coast Gas Association, Annual Meeting, Hotel del Coronado, Coronado, Calif.
- 14-15 •Maryland Utilities Association, Fall Conference, The Cavalier Hotel, Virginia Beach, Va.
- 18-19 •A. G. A. Accident Prevention Conference, Shirley-Savoy Hotel, Denver, Colo.
- 19-21 •Southeastern Gas Association, Hotel Sir Walter, Raleigh, N. C.

OCTOBER

- 8-12 •National Metal Exposition, Cleveland, Ohio (A. G. A. will exhibit)
- 9-12 •American Dietetic Association, Milwaukee, Wis. (A. G. A. will exhibit)
- 15-17 •A. G. A. Annual Convention, Atlantic City, N. J.
- 17-19 •Wisconsin Utilities Association, Electric and Gas Section Convention, Schroeder Hotel, Milwaukee, Wis.
- 22-24 •American Standards Association, Hotel Roosevelt, New York City

NOVEMBER

- 1-2 •American Home Laundry Manufacturers Association, Conrad Hilton Hotel, Chicago, Ill.
- 12-15 •American Petroleum Institute, Conrad Hilton Hotel, Chicago, Ill.
- 12-16 •National Hotel Exposition, New York Coliseum, New York City
- 25-30 •The American Society of Mechanical Engineers, Statler Hotel, New York City

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JANUARY

- 25 •Pennsylvania Gas Association, Mid-Winter Sales Conference, Benjamin Franklin Hotel, Philadelphia, Pa.
- 28-29 •Industrial Heating Equipment Association, Washington, D. C.

FEBRUARY

- 3-5 •Public Utility Buyers' Group, National Association of Purchasing Agents, The Brown Hotel, Louisville, Ky.
- 4-6 •A. G. A. Home Service Workshop, King Edward Sheraton Hotel, Toronto, Ontario
- 25-March 1 •American Society of Heating and Air Conditioning Engineers, Chicago, Ill.

Personnel service

SERVICES OFFERED

Gas Engineer—age 38, B.S. degree in E.E. Sixteen years with a combination natural gas and electric utility. Broad knowledge of gas utilization. Working knowledge of gas distribution design and maintenance. General knowledge of commercial departments, accounting, rates, electric operation, etc. Desires position of responsibility with growing natural gas or combination utility that will fully utilize experience and ability. 1843.

Petroleum and Natural Gas Engineer—31, desires position with oil or gas company as research or production engineer. Presently natural gas research engineer with technical responsibility for research project on deliverability study of underground natural-gas storage reservoirs. Well acquainted with all phases of oil and gas well production-testing, gas reservoir mechanics and reserve calculations, data correlation, and technical reporting. Present salary \$6400. 1844.

Chemical Engineer—with gas engineering experience, employed, desires position in operation, development or process engineering with natural gas company. Will consider consulting. 1845.

Administrative Executive position—20 years' of natural gas experience. Background of finance accounting and construction including general and customers accounting, financing of construction, budget preparation and control and surveys for investments. 1846.

Graduate Engineer—from India, qualified and trained in gas engineering and fuel technology in England with six years' experience in the gas industry in West Germany desires suitable opening in city gas distribution company in U.S. Prepared to work in any capacity. 1847.

Manager, Industrial and Commercial Department—desires to relocate in company where larger opportunity is available. Experience includes industrial and commercial sales, rate making, public utility commission proceedings, and consulting work. Registered professional engineer. 1848.

Director of Training available—broad experience. Sales minded, with thoughtful human relations approach. 1849.

Executive Engineer—23 years' diversified technical and administrative experience. Degree in chemical engineering. Specialties in ammonia, methanol, fertilizers, natural and LP gas reforming, gas purification, etc. Experience in public utility. Highly capable of coordinating company's organization and operation. Aggressive, ambitious, honest, efficient, and backed by a forceful family. Salary high. 1850.

Accident Prevention Manager—14 years' experience in accident prevention. Gas industry background. Abroad 20 years. Personnel and gas-line experience. Thirty months military pipeline experience in Europe. Healthy, able and anxious. (42) 1851.

POSITIONS OPEN

Chief Engineer—long established and growing company in Midwest needs a chief engineer with good administrative background. He should have experience in the valve and fitting fields or be familiar with application in allied industries such as gas and water. He should be: 1. 35-45; 2. creative but practical—able to develop new ideas; 3. mature and tactful; 4. have good technical background as a mechanical engineer; 5. have top management potential. Salary, \$15,000 to \$20,000 plus other benefits. 0816.

Operations Assistant—engineering graduate with utility operating experience and some knowledge of utility accounting. Work directly under direction of vice president on analyses of property operations of diversified utility. Heavy travel. Submit complete resume and starting salary desired. 0817.

Assistant Gas Distribution Superintendent—want experienced man in all phases of gas distribution. Opening is with a manufactured gas utility on Florida west coast presently expecting to convert to natural gas. Property has 22,000 consumers. Must be completely familiar with construction and maintenance of mains and services, operation of meter shop and customers service work. Prefer man under 35 with

some technical training. Write giving complete background, education and references. 0818.

Gas Engineer—Connecticut utility requires young gas engineer capable of planning the installation of gas mains, services and meters. Prefer man under 35 with technical background and some experience. For properly qualified person this is a permanent, pleasant, well-paying position. Reply stating age, experience, education, and personal particulars. 0819.

Engineer—Manufacturer of line of natural gas cleaners and scrubbers desires engineer for gas equipment department. Prefer experience in design of this or related equipment, or experience with gas distribution companies. Position is excellent opportunity, with salary dependent on background and experience. 0820.

Gas Engineer—Technical graduate with background in gas utility engineering and operations for gas section of chief engineer's office of Midwestern natural gas utility operating in three states. Salary commensurate with qualifications. Give age, education, and experience in reply. Replies will be held confidential. 0821.

Division Manager—gas company in the State of Washington wishes to hear from man qualified to take over job of division manager in city of 14,000 population. Man with distribution and customer service experience preferred. 0822.

Engineer—to take complete charge of production, test and development work for well established gas heating manufacturer in New York metropolitan area. Knowledge of A. G. A. test procedure and managerial qualities desirable. This position offers top potential with small concern and excellent remuneration for competent, creative man having drive and willingness to assume responsibility. Starting salary \$8,000-\$12,000, plus other benefits. 0823.

New England—want live-wire man to call on utility companies to sell a high-grade line of domestic water heaters. Must be experienced with heaters and utilities. 0824.

Utilization Engineer—man with experience and energy can have an interesting career with gas company in the State of Washington. 0825.

Publish report of Subcommittee on Main and Service Extensions

THE REPORT of the 1954-55 Subcommittee on Main and Service Extensions of the A. G. A. Rate Committee is now available at 50 cents a copy. This report presents a comprehensive discussion of the use of various criteria in determining the number of free main and services constructed by 64 gas com-

panies throughout the nation.

It analyzes the nature of costs assessed for excess main and services, and refund methods used.

Included is an analysis comparing the estimates of customers and revenues for main extensions, prepared at the time of the ap-

proval of the extension, with the results actually achieved after the extension had been in operation for four years. Such analyses may provide a useful indication of the extent to which initial estimates are conservative, and thus offer a quantitative basis for liberalization of main and service extension policies.

Release publicity

COOPERATING with the national Operation Home Improvement program, the National LP-Gas Council has released its second page of LP-Gas publicity stories and pictures to 11,000 small town weekly and daily newspapers throughout the country. The page again was incorporated in a special OHI section of *Publishers' Auxiliary*, a "newspaperman's newspaper" which goes to virtually every small town weekly and daily publisher and editor, and real estate editors of 381 metropolitan dailies. Editors are urged to use the stories and pictures in local OHI sections or as building, real estate and housing features. Mats for illustrations which accompany the stories can be ordered from the council's office, 185 N. Wabash Ave., Chicago 1, Illinois.

Announce new pipeline

PACIFIC Northwest Pipeline Corp., through its subsidiary Northwest Production Corp., has formed Northwest Pipeline Corporation to construct and operate a crude oil and products line from the Four Corners area to Salt Lake City. Northwest Pipeline will transport crude oil now being developed in southeastern Utah and northwestern New Mexico to refineries in the Salt Lake area. In addition, the line will carry products that will be produced in Pacific's Ignacio, Colo., gasoline plant.

Initial capacity of the eight-inch 350-mile line will be 15,000 barrels per day. Pacific estimates that the facilities will be in operation within 12 months. Cost of the system is estimated at \$15 million.

Distribute newsletter

A NEWSLETTER called *Gas News* is now being distributed by Consolidated Edison Company to plumber-dealers who sell, install and service gas heating equipment in its territory. *Gas News* supplements personal contact between Con Edison representatives and the trade to keep plumber-dealers informed on latest developments and news of general interest in local gas heating sales and servicing. It will be issued whenever Con Edison has information of interest to pass along. Highlighted in the first issue is the steady upward trend in favor of gas heating in Con Edison's gas service area. In the first six months of 1956 gas heating sales in the territory totaled 6,484, compared to 4,326 in the first six months of 1955.

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